June 10, 2022

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 – TATACONSUM**	**BSE Ltd.** Corporate Relationship Dept. 1st Floor, New Trading Wing Rotunda Building, PJ Towers Dalal Street Mumbai 400 001 **Scrip Code - 500800**	**The Calcutta Stock Exchange Ltd.** 7 Lyons Range Kolkata 700 001 **Scrip Code – 10000027 (Demat)** **27 (Physical)**

Sub: Intimation of schedule of Analyst/Institutional Investors call/meet

Dear Sir/Madam,

Pursuant to Regulation 30 (6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that the Company will be participating in an Investor event to be organized by Millennium Mams' scheduled to be held on Friday, June 10, 2022, at 2 p.m.

The presentation proposed to be made by the Company officials at the aforesaid virtual conference to the Analyst/Institutional Investors is attached herewith and is also available at the Company's website and can be accessed at the link: https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/analyst-presentation

Notes:

a) The above schedule is subject to changes and the changes may happen due to exigencies on the part of the Analysts/ Investors/ the Company.
b) No unpublished price sensitive information pertaining to the Company is shared at any of the meets with Analysts/Institutional Investors.

This is for your information and records.

The above information is also being made available at the Company's website at www.tataconsumer.com.

Yours faithfully,

For **Tata Consumer Products Limited**



Neelabja Chakrabarty
Company Secretary

TATA CONSUMER PRODUCTS LIMITED

11/13 Botawala Building 1st Floor Office No 2-6 Horniman Circle Fort Mumbai 400 001 India
Tel: 91-22-6121-8400 | Fax: 91-22-61218499
Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020
Corporate Identity Number (CIN): L15491WB1962PLC031425
Email: investor.relations@tataconsumer.com
Website: www.tataconsumer.com

TATA CONSUMER PRODUCTS

TATA

Genesis and journey so far

June 2022

FOR BETTER

Agenda

01
About us

02
Market Opportunity

03
Business Overview – India & International

04
JV and Associates

05
Strategic pillars & progress in FY22

06
Financial Performance

01

About us

We are Tata Consumer Products



Largest Salt brand in India

2nd largest tea brand in India

4th largest tea brand in UK & largest tea brand in Canada

4th largest R&G Coffee brand in USA

National brand in pulses, spices and mixes

#1 Natural Mineral Water brand in India

* As of 31st March 2022

In a Nutshell

Integrated F&B company with rich heritage of Tata, aspiring for a larger share of the FMCG World

#2 branded Tea player globally

₹12.4 K crore consolidated revenue in FY22 and current market cap of ~₹72k* Cr.

Reach north of 200 mn households in India and distribute to ~2.6mn retail outlets

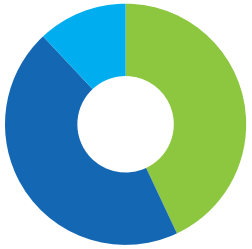
Among the top 10 F&B companies in India

~3000 employees worldwide

Creation of Tata Consumer Products

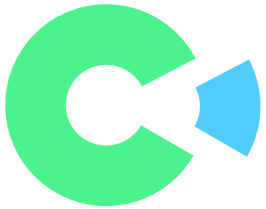
Merger of the consumer products business of TCL with TGBL led to the creation of Tata Consumer Products Limited (TCPL)

Tata Global Beverages Limited (TGBL)



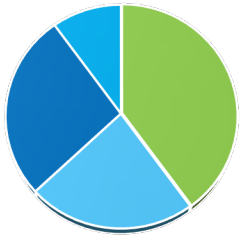
43 %	India beverages
45 %	International beverages
12 %	Others

Tata Chemicals Limited (TCL)



84 %	Other business
16 %	Foods business

Tata Consumer Products Limited Limited (TCPL)



40 %	India beverages
23 %	India foods
27 %	International beverages
10 %	Others

TCPL revenue breakup is for FY22

Rationale for the Merger

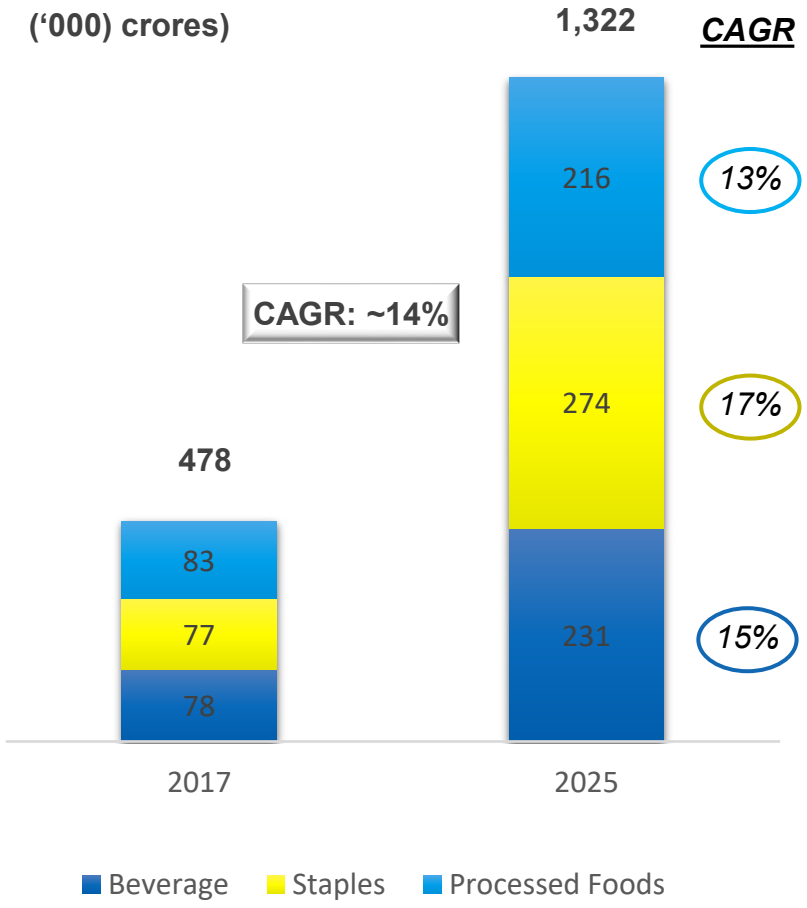
- Create a consolidated platform for Tata Group's consumer products ambitions & better leverage the Tata brand.
- Diversify into the large and fast-growing Indian consumer sector - into foods, beverages, and other products.
- Unlock synergies across distribution, marketing, innovation, and supply chain.
- Further capitalize on a unique portfolio of market-leading brands and accelerate high-growth brands.
- Sustain market leadership position in key international markets including the UK, US & Canada.

02

Market Opportunity

Large Addressable Market - India

Strong growth in consumption



CAGR

13%

17%

15%



Growth drivers

- Rising disposable incomes– 1.4x by 2025
- Urbanization- 49% by 2030
- Premiumization 1-3% shift p.a.
- Shift to organized sector
- Health &Wellness accelerated by COVID-19
- Growth in E-commerce and digital adoption

***Source**: Euromonitor, IBEF, Worldbank*

03

Business Overview – India & International

India - Tea



Quick Facts - Tata Tea

Legacy of over 35 years

India's 2nd largest tea brand with 1 in every 3 Indian households consuming a Tata Tea brand

Recognized as one of the 'Most Purposeful Brands' in India in the Kantar Report 2021 and topped the FMCG category

Established itself as an iconic brand in India and brought in a wave of social awakening through its landmark 'Jaago Re' campaign

Quick Facts - Tetley

India's 2nd largest Green Tea brand

Aims to promote a good lifestyle with innovative offerings such as the Green Tea Immune Range with a Naturally Sweet variant as well

India - Coffee









Quick Facts – Sonnets by Tata Coffee

First coffee brand of TCPL offered on a D2C platform in India

Premium range with 9 variants of single origin, microlot roast & ground coffees from our finest estates in Coorg & Chikmagalur

Quick Facts – Instant Coffee brands

Tata Coffee Grand - A first-of-its-kind, innovative instant coffee offering in India with a blend of the finest coffee powder and ‘flavor locked decoration crystals’

Tata Coffee Quick Filter - offers convenience by providing filter like taste in an instant coffee powder format

Tata Coffee Gold -100% freeze-dried coffee, exquisitely crafted from specially sourced beans. It marks our first foray into the premium instant coffee segment in India

Foods - Salt

A wide portfolio range to cater to all consumers

Micronutrient delivery
(for mass India seeking affordable salt)



Tata Salt
Vacuum evaporated iodised



Tat Salt Crystal
Sea crystal iodised



Shuddh
Iodized solar salt priced reasonably



I-Shakti
A flanker brand launched at competitive price and consistent quality

Better for you
(for the value conscious consumer seeking healthier alternatives)



Tata Salt Immuno
Category-first proposition of added zinc



Tata Salt Lite
15% lower sodium



Tata Salt Super Lite
India's first salt with 30% lower sodium than regular iodized salt

Wellness
(for the discerning customer seeking natural salt/absolute wellness)



Rock Salt
Rich in natural trace minerals



Black Salt
Minerals for better digestion

Quick Facts

India's first packaged iodized salt

Vacuum evaporated and untouched by hand across the value chain

'Tata Salt' brand has consistently maintained its market leadership in the branded iodized salt segment

Consistently ranked as #1 Most Trusted Foods Brand

Reaches almost 23 lakh retailers; and over 201 Mn+ households annually

Tata Salt's tagline - 'Desh Ki Sehat, Desh Ka Namak,' sums up the brand's aim of improving the health of the nation

Foods - Tata Sampann

Pulses



Spices



Ready to Cook Mixes



Dry Fruits



Quick Facts

Launched in 2015 as an umbrella brand for Foods category

Offers products ranging from traditional Indian ‘staples’ and extending to modern Indian plate through ‘Convenience’ & ‘Snacking’ formats

Leading national brand in Pulses in India, with a certified organic range of pulses

Pulses are unpolished – retaining their natural goodness and nutritional value. Spices are wholesome, have their essential oils intact and the masala blends have been crafted by Master Chef Sanjeev Kapoor

Scientific Innovation for driving differentiation – Fibre Rich Idly Mix and Fibre Rich Dosa Mix

Dry Fruits launch marks the extension of the master brand to a new and premium category

Foods - Tata Soulfull

1 Kids portfolio – Nutrition for the kid, guilt free for the mother







2 Muesli portfolio – healthy breakfast cereals for adults







3 New and exciting Health and Wellness focused categories







Key attributes

Plays in the fast-growing categories – breakfast cereals, healthy snacks, mini-meals

Differentiated offerings in the Health & Wellness space with rich expertise in ancient millets like ragi

Offers wide range of products – No Maida Choco, Muesli, Smoothix, Masala Oats

MOU between Tata Consumer and Indian Institute of Millet Research (IIMR) to unlock the full potential of millets as a healthier and more sustainable alternative to traditional grains

The United Nations has announced 2023 as the International Year of Millets to further raise awareness on the health & sustainability benefits of millets

Foods – Tata Q







Key highlights

Commenced operations in 2019 and became #2 player in Ready-to-Eat (RTE) market in India within a short time

Operates with state-of-the-art manufacturing in India which offers a range of innovative and differentiated products manufactured using MATS technology

TCPL to leverage existing distribution network to unlock value in India and International markets

Category is expected to grow at significant pace benefitting from demographic tailwinds and consumers seeking convenience, nutrition, and hygiene in their meals

Portfolio expansion with new innovations focused on consumer needs and preferences

International – Tea





Quick Facts – Tetley

2nd largest tea brand globally, with a heritage of over 180 years

Presence in over 40 countries

#1 in Canada
#4 in the UK

Expanding in high-growth non-black teas, in addition to black tea

Leading in innovation – the first to launch Tetley Blend of Both and Super Teas range in the UK, and ayurvedic teas in Canada

Tetley is the highest awarded UK tea brand at the Great Taste Awards

International - Specialty Teas







Quick Facts - Teapigs

#1 super premium tea brand in the UK

Winner of over 150 Great Taste awards and counting

1st tea company to be plastic-free certified

Sold and served in over 40 countries with a diversified presence across channels





Quick Facts - Good Earth

A wide lineup of on-trend and sensorial blends with associated health benefits.

All cartons (tea boxes) are 100% recyclable and Good Earth sensorial blends teabags are 100% biodegradable

Premium large leaf teabags for superior appearance and taste.

Innovating with new formats – Kombucha and Energy Drink

International (US) – Coffee





Quick Facts

The Eight O'clock story started 150 years ago when the iconic brand launched America's original gourmet whole bean coffee

#4 R&G coffee brand in the US

Eight O' Clock's coffees are served in bags, ground, and whole beans as well as K-Cups

Our award-winning 100% Colombian beans are 100% Rainforest Alliance certified, the Brazilian Breakfast is carefully sourced 100% Brazilian, 100% Arabica coffee from the Cerrado Minas Gerais region

Extended the portfolio with new launches of Barista Blends, Café Arriba, and Early Risers

Liquid beverages (Nourishco)

Natural mineral water

✓#1 Natural Mineral water brand in India

✓First to move into glass bottle and sparkling water in India



Glucose Energy drink

✓ TGP - unique & affordable on-the-go energy drink

✓ TGP Jelly - unique drinkable jelly energy drink

✓ Launched in select markets - expansion underway



Fruit-based beverages

✓Uniquely positioned as a local culture/street inspired beverage

✓Rolled out in Hyderabad & Vizag



Packaged drinking water

✓India's 1st Nutrient water (Copper Fortified Water)

✓Developed in collaboration with International scientists and Indian nutrition experts



Tata Coffee (58% subsidiary)



Freeze-dried coffee plant in Vietnam



Coffee estates



Coffee beans roasting

Coffee Extraction (Instant Coffee)

- Asia's largest integrated coffee company, the second largest exporter of Instant Coffee and foremost producer of Specialty Coffee in India
- Leading player in the B2B Instant Coffee industry
- Operates with two instant coffee manufacturing facilities – India and Vietnam, having a combined capacity of 8400 metric tonnes

Plantations

- Produces some of the finest Indian Origin Green Coffee Bean, Pepper, and Tea
- Coffee and Tea estates span ~10000 HA in the south Indian states of Karnataka, Kerala, and Tamil Nadu.
- 18 Coffee & Pepper estates and 6 Tea estates with 1 Tea & Coffee estate combined
- Tata Coffee won four awards at OHHSAI HSE Excellence & Sustainability Awards 2021 for its continuous initiatives to make units and processes more environment friendly and sustainable

04

JV and Associates

Tata Starbucks (50:50 JV)

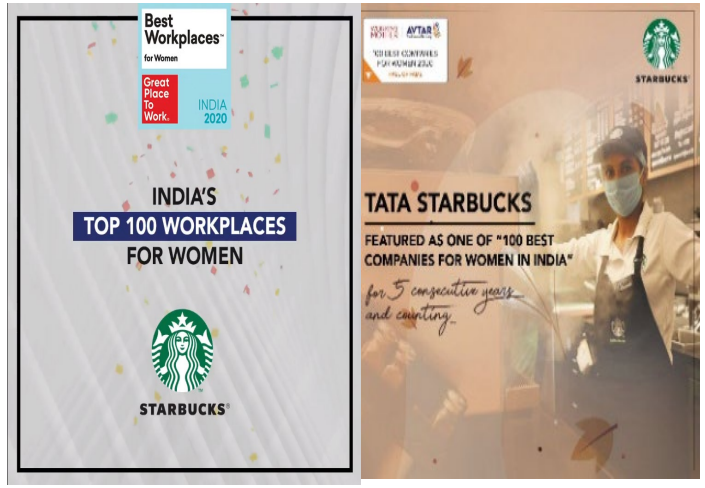


Largest coffee forward Starbucks store in Bangalore (Vittal Mallya Road)



Launched first ever Nitro Cold Brew store in India, operated solely by woman baristas





- 50:50 JV between TCPL and Starbucks Coffee International Inc.
- Operates at 268 stores in 26 cities*, with multiple store formats – High street, Malls, Airports, Offices, Hospitals, Highways and Store-in-Store.
- Starbucks recognized as Top #100 Workplaces for Women in India 2021 by 'Great Place To Work' and 'Avtar and Working Mother' (5th consecutive year).
- Starbucks App provides a personalized experience with options for pre-ordering, digital payments and managing reward points

*As on end of Mar '22

Associate Companies

APPL (Amalgamated Plantations)



- Based in Assam & West Bengal (East/North East India)
- Second largest tea plantation company in India
- Spread over 24,500 Ha - 25 Tea Estates
- Annual Production capacity of ~ 42 mn kg of tea
- Partnership with 100 thousand small tea growers

KDHP (Kanan Devan Hills Plantation Company)

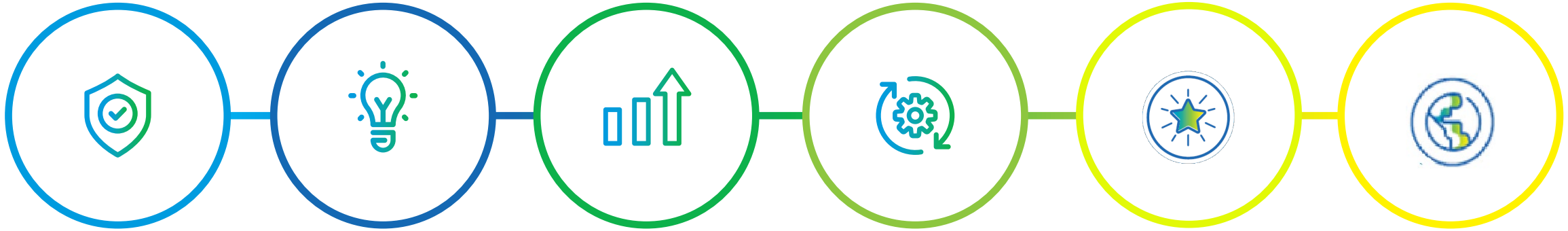


- Based in Kerala (South India)
- Spread over 22,000 Ha - 7 Tea Estates
- 16 factories
- Annual Production of ~ 25 million kg of tea

05

Strategic pillars & progress in FY22

Strategic Pillars



Strengthen & accelerate core business

Drive Digital & Innovation

Unlock synergies

Create Future Ready Org

Explore new opportunities

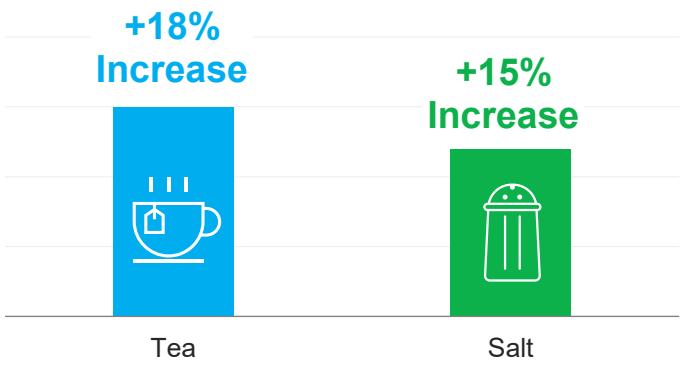
Embed sustainability

New milestones in S&D transformation

Direct reach

0.6M → 1.3M Mar'22 → 1.5M By Mar'23

Total Numeric reach[1]



Digital transformation

DMS

DMS Lite

SSFA

Distributors

+25%

2000+

Rural/Semi-Urban distributors

4X

8,000+

All numbers are for FY22 vs FY21 unless specified otherwise

[1] Increase in average number of dealers in FY22 vs FY21 (AC Nielsen)

Winning in alternate channels – MT & E-commerce

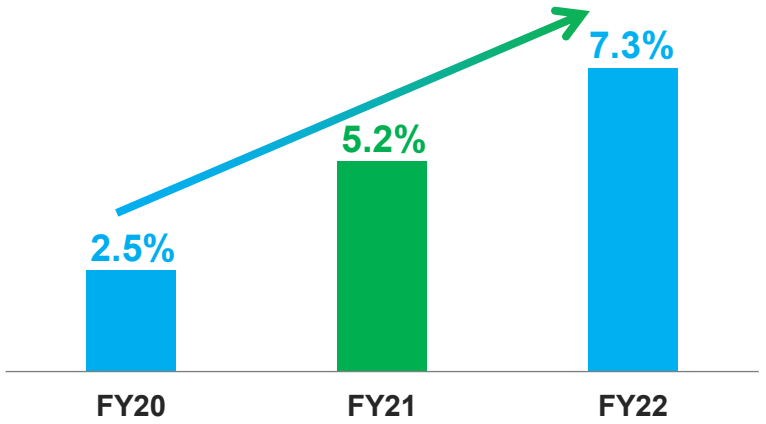
A fit for purpose assortment



Modern trade business crosses **1000 cr.** MT up **30% y-o-y**

E-commerce market share for Tea at **41.9%** way ahead of competition

E- commerce channel (% of sales)



All numbers are for FY22 vs FY21, unless specified otherwise.

Powering our brands



Tata Tea Premium continued its hyperlocal campaign by celebrating the unique diversity of our nation with the 'Desh ki Jhanki' initiative on the occasion of 73rd Republic Day



Tata Coffee Grand activated the festival of Pongal in the state of TN with a TVC led campaign which celebrated the sounds of festival in line with the sound of our coffee proposition.





Chakra Gold concluded its association with Big Boss in TN with Pongal special episodes and integrations.



Tata Tea Premium adopted a unique approach to connect with consumers by making its debut in the metaverse world and hosting a first of its kind Holi party

India business[1] A&P FY22

+29% YoY

Market share

Tea **~100bps**[2]

[1] Standalone Financials – includes India Packaged Beverages and India Foods
[2] Source: Nielsen – Value share, MAT basis, Mar'22 vs Mar'21

Powering our brands



The new Tata Salt Lite and Superlite TVC addresses a relevant consumer tension to reduce their salt intake by pivoting to an alternative option of low sodium salt



Guaranteed quality, authentic taste, hygienically packed; **Shuddh by Tata Salt** is an iodized salt that is sourced from the sea. Specially crafted for South India markets to strengthen the portfolio. The TVC went live to communicate this message.





Tata Soulfull No Maida Chocos TVC went live, which highlights the goodness and crunchiness coming from 7 grains and no junk – making it a wholesome snack, loved by kids and approved by moms



The imitator and look alike brands are so identical to **Tata Salt** that **c**onsumers mistakenly pick them up instead**.** The new 360- degree marketing campaign for UP is an intervention – to educate trade and consumers to choose the real Tata Salt

Market share

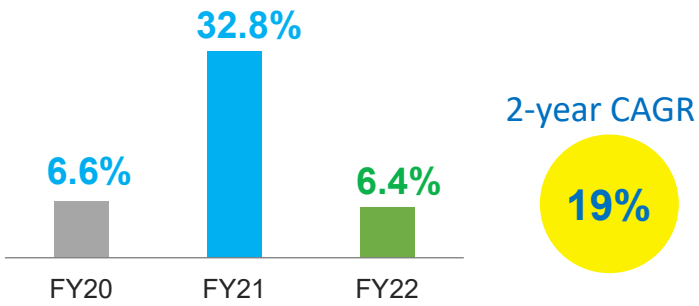
Salt + **400 bps**[2]

[1] Standalone Financials – includes India Packaged Beverages and India Foods
[2] Source: Nielsen – Value share, MAT basis, Mar'22 vs Mar'21

Growth across key metrics

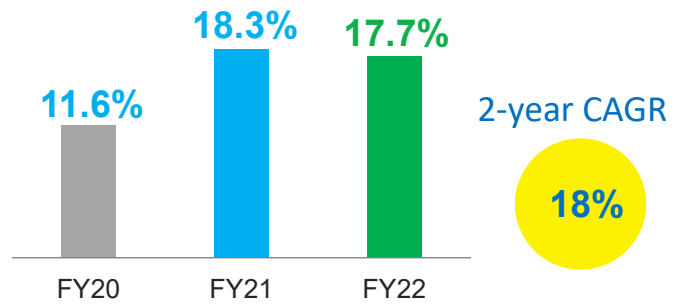
India Packaged Beverages

Revenue growth



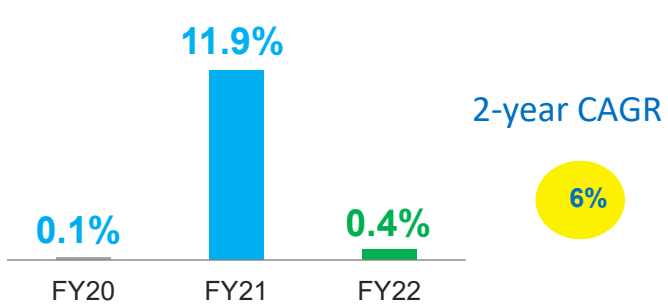
India Foods

Revenue growth



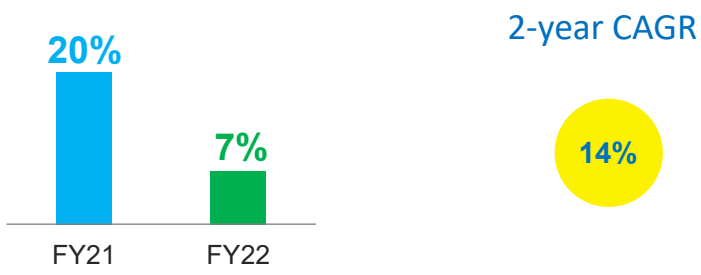
International Beverages

Revenue growth (like for like, net of exits)

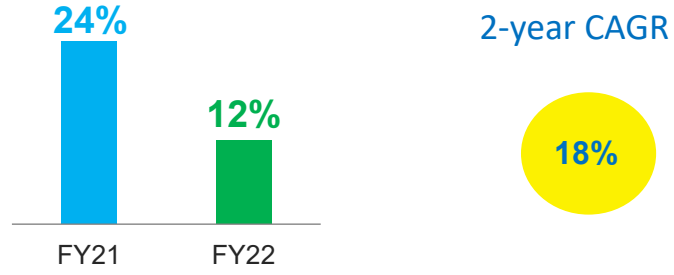


Tata Consumer Products Consolidated performance

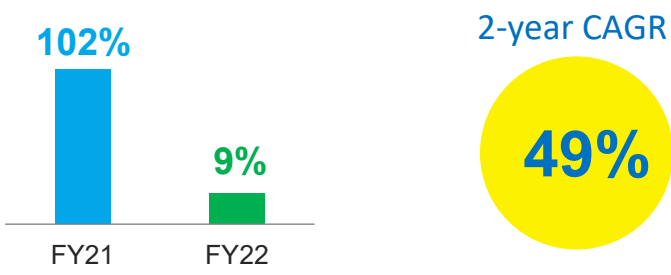
Consolidated Revenue



PBT (before exceptional items)



Group Net Profit



Corresponding Consolidated Revenue growth, PBT (bei) growth, and GNP growth for FY20 is not available as the foods business was not in the base in FY19

Continuing the momentum on innovation – FY22





































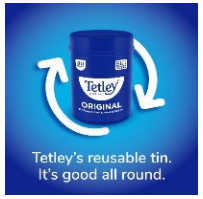












Innovation to sales contribution

~2X

FY22 vs FY21

TATA COFFEE

Global Simplification Plan announced…

Proposed Transactions

Consolidation of minority interest from Tata Coffee & TCP UK Group to TCPL

#1

TCL combines with TCPL /WOS of TCPL, through a composite scheme of demerger and merger

#2

Purchase of minority interest in UK business from Tata Enterprise Overseas (TEO) through preferential allotment by TCPL

Further reorganization initiatives* in international business to be undertaken in future to…

- SIMPLIFY
- ALIGN
- SYNERGIZE

** Further re-organization initiatives proposed to be undertaken, will be subject to the requisite approvals/ processes*

TATA COFFEE

…to unlock synergies and value for shareholders

01 — Operational efficiencies for management, legal & administrative costs

- Align corporate structure with management & administrative structures
- Significant reduction in # of entities

02 — Faster decision making and execution

- Converge the minority interests of subsidiaries at TCPL level
- Single listed entity capturing the full value of TCPL group
- Stepping-stone for further consolidation and simplification in the international business

03 — Creation of focused business verticals

- Combination of extraction businesses
- Creation of a dedicated plantation vertical

04 — Unlocking potential synergies

- Material revenue, cost and other synergies expected over medium to long term*
- Single holding company for International branded business

** Post execution of the current and future reorganization initiatives following receipt of the requisite approvals and processes*

New engines of growth





Revenue growth – FY22

52%





Embedding sustainability



Sustainable Sourcing

Sustainably Sourced tea ~100% internationally and ~60% in India

Water Management

Water, sanitation and hygiene for 25,000 members in Assam and Himachal

Climate Change

Reduced GHG EMISSIONS by 26%*; Improved renewable energy to 24%**

Waste Management

0 waste at all beverages factories; 80% **recyclable Salt packaging; 100% Extended Producer Responsibility in India

Community Development

Sustainable livelihoods, affordable healthcare to 800,000+ community members

* From 2010 to 2021 **Exit March 2022

Recognition of our sustainability efforts

MSCI ESG RATINGS A

Rated “A” by MSCI ESG ratings

SUSTAINALYTICS
a Morningstar company
RATED

Sustainalytics **upgraded** TCPL’s ESG risk rating from **Severe** to **Medium** in their last update.



TPCL is amongst the top scoring FMCG companies in CRISIL India’s ESG Report which factors best in class Environmental, Social & Governance performance of 225 companies in India.

06

Financial Performance

Key Businesses snapshot – FY22








International Beverages

In ₹ Cr (unless specified)	India Beverages	India Foods	US Coffee	International Tea	Tata Coffee (incl. Vietnam)	Consolidated#
Revenue	5,001	2,913	1,295	2,040	1,070	12,425
Revenue Growth *Constant currency growth*	*10%*	*19%*	*0%* *0%*	*1%* *-3%*	*11%* *11%*	*7%[9%]* *6% [8%]*
Volume Growth	*3%*	*8%*	*-4%*	*-3%*	*3%*	
Key Brands						

Note:

a) India Beverages revenue includes India Packaged Beverages + NourishCo (subsidiary effective May'2020), but volume doesn't include Nourishco volumes.

b) India Foods revenue includes Tata Soulfull (subsidiary effective Feb'21) and Tata Q (subsidiary effective Nov'21).

c) International tea business includes UK, Canada, USA, Australia, Europe and Middle East (Middle East has been regrouped from India Beverages in FY21 to International tea from FY22). It doesn't include International foodservice business

d) Tata Coffee incl. Vietnam and excl. USCoffee (EOC)

e) Consolidated revenue includes other non-branded business and Inter-segment eliminations

f) # Reported growth, [like for like growth, adjusted for International Food service business exits] .

Group Performance at a glance – FY22

	Revenue	EBITDA	PBT (bei)^	Group Net Profit	Group Net Profit (bei)^	Net Cash$
	₹ 12,425 Cr.	₹ 1,749 Cr.	₹ 1,508 Cr.	₹ 1015 Cr.	₹ 1056 Cr.	~₹ 2,486 Cr.
Growth (Y-on-Y)	7%[9%]#	11%	12%	9%	12%	
Margin%		14.1%	12.1%	8.2%	8.5%	
Margin expansion (Y-on-Y)		+50 bps	+60 bps	+20 bps	+40 bps	
EPS				10.15 (EPS)		
EPS Growth (Y-on-Y)				9% (EPS)		

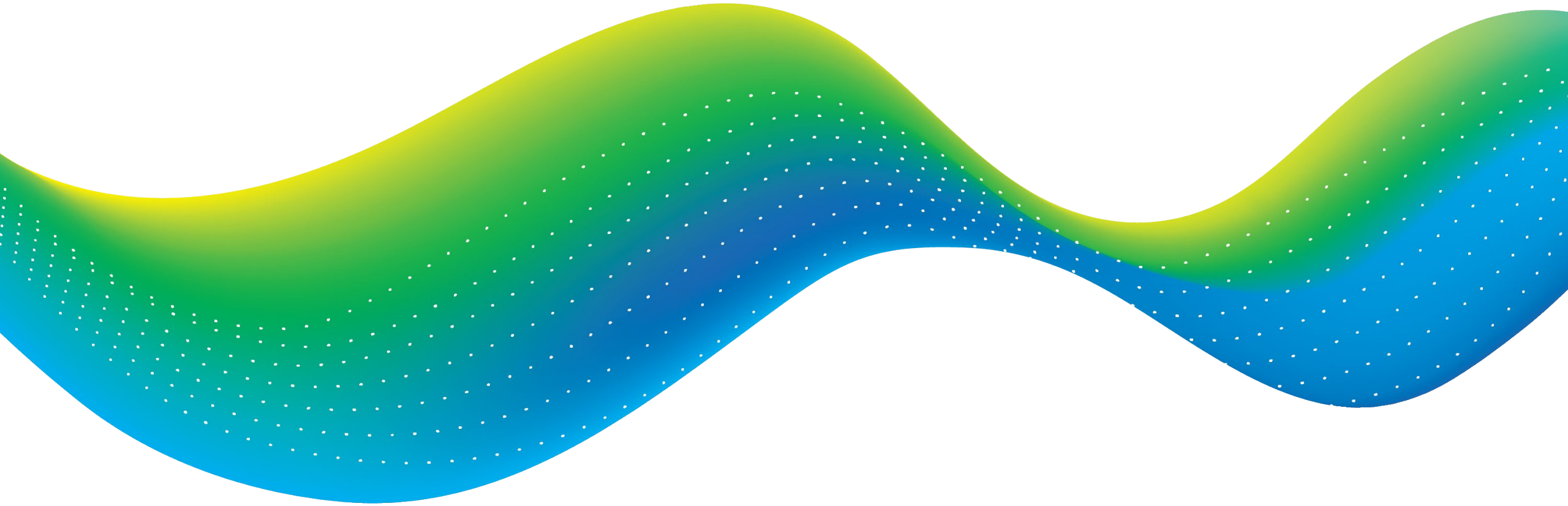
[like for like growth net of International food service business exits]

^ before exceptional items

$ Cash and Cash equivalents (net of total borrowings) as at March 31, 2022

Thank You

FOR BETTER



TATA CONSUMER PRODUCTS

TATA