June 21, 2021

The 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)**

Dear Sir,

Sub.: Intimation of Schedule of Analyst/Institutional Investor Virtual call under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In accordance with Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that the Company is participating in a one on one virtual call with Goldman Sachs India Securities to be held on Tuesday, June 22, 2021 at 10:15 A.M pertaining to Tata Consumer Soulfull Private limited, wholly owned subsidiary of the company.

The presentation proposed to be made by the Company officials at the aforesaid virtual call to the Analyst/Institutional Investors is attached herewith and is also being made 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:

i. The above schedule is subject to changes and the changes may happen due to exigencies on the part of the Analysts/ Investors/ the Company.

ii. No unpublished price sensitive information pertaining to the Company is shared at any of the meets with Analysts/Institutional Investors.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.

This will also be hosted on Company's website at www.tataconsumer.com

Yours faithfully,
For **Tata Consumer Products Limited**

Neelabja Chakrabarty
Company Secretary

TATA CONSUMER PRODUCTS LIMITED
(Formerly known as Tata Global Beverages 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

Goldman Sachs India Upcoming Brands

TATA CONSUMER SOULFULL PVT LTD

SOULFULL
delicious millets

June 2021

FOR BETTER

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. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events.



SOULFULL®

delicious millets

“Better for you “ for the entire family

Mega Trends in food are powering the convenience and snacking space; traditional and new players riding these mega trends

Mega trends shaping consumption

1. **Mindfulness**
   Focus on **health & wellness**, increasing importance of **natural ingredients** and place of origin

2. **Rise in functional foods and superfoods**
   Focus on protein and nutrition to address health issues via **superfoods**

3. **Eating at home 2.0**
   'On-the-Go' consumers looking for **convenience**

4. **Snackification of food**
   Consumers increasing **desire for portable foods** due to fluid lifestyles

Kellogg's



Kids Cereals



Adult cereals


Oats



Weight loss Breakfast cereals

SOULFULL delicious millets





Ragi Bites – Kids Snacking & Cereals



Muesli – Adult Cereals



Protein based drink



Saffola



Value- added Oats


Green Coffee


Nutri-Shake


Hi-Protein Soups



Instant Noodles

TOO YUMM!

RiteBite MAX PROTEIN


Protein Bar



Protein Chips



Protein Cookies


Nutrition Bar

Changing Global consumption landscape- shift towards health and convenience

Food industry witnessing fundamental shifts …

- Consumer preferences gravitating towards global tastes
- Increasing demand for health & convenience products
- Relooking at ingredients that have been taken for granted

… with major implications for food companies

Emerging segments - breaking the "common product for all" philosophy

Re–design of products in line with shifting trends (e.g., "better for you" segment)

Need for a "Natural"' "No Nasties", "Less Junk" products







Millets are not just Super foods but Smart foods

What are Millets?

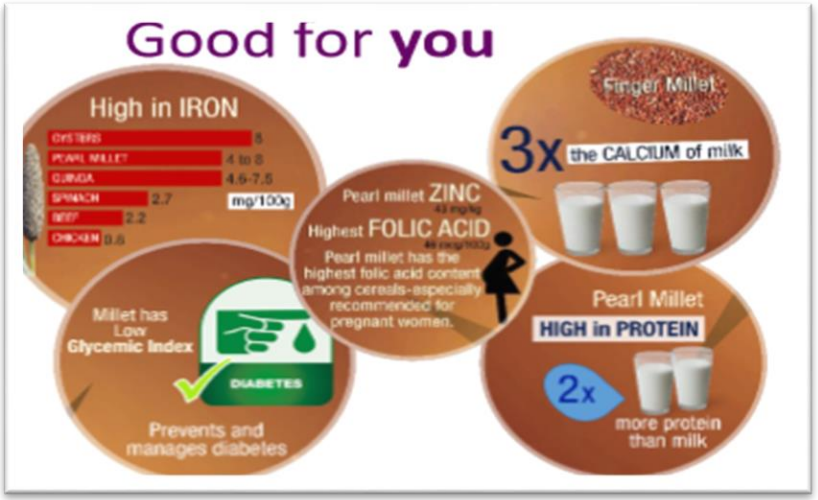
- ✓ Millets are ancient grains widely grown around the world as cereal crops or grains for human consumption and as fodder.
- ✓ Classified into two categories:
  - Major Millets - Pearl millet (bajra), Finger Millet (Ragi) and Sorghum (jowar).
  - Minor Millets -kodo millet, barnyard millet, little millet, proso millet and foxtail millet.

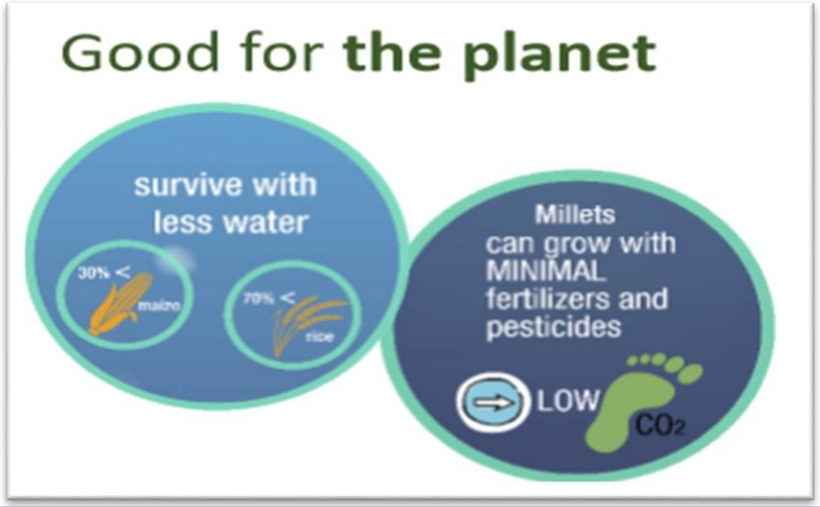


History : A brief background

- ✓ Rooted in ancient history with evidence of cultivation in:
  - Korean Peninsula (around 2500-3000 BC) and India (4500 BC)
- ✓ Lost its prominence with onset of White and Green Revolution but on the cusp of large-scale revival.

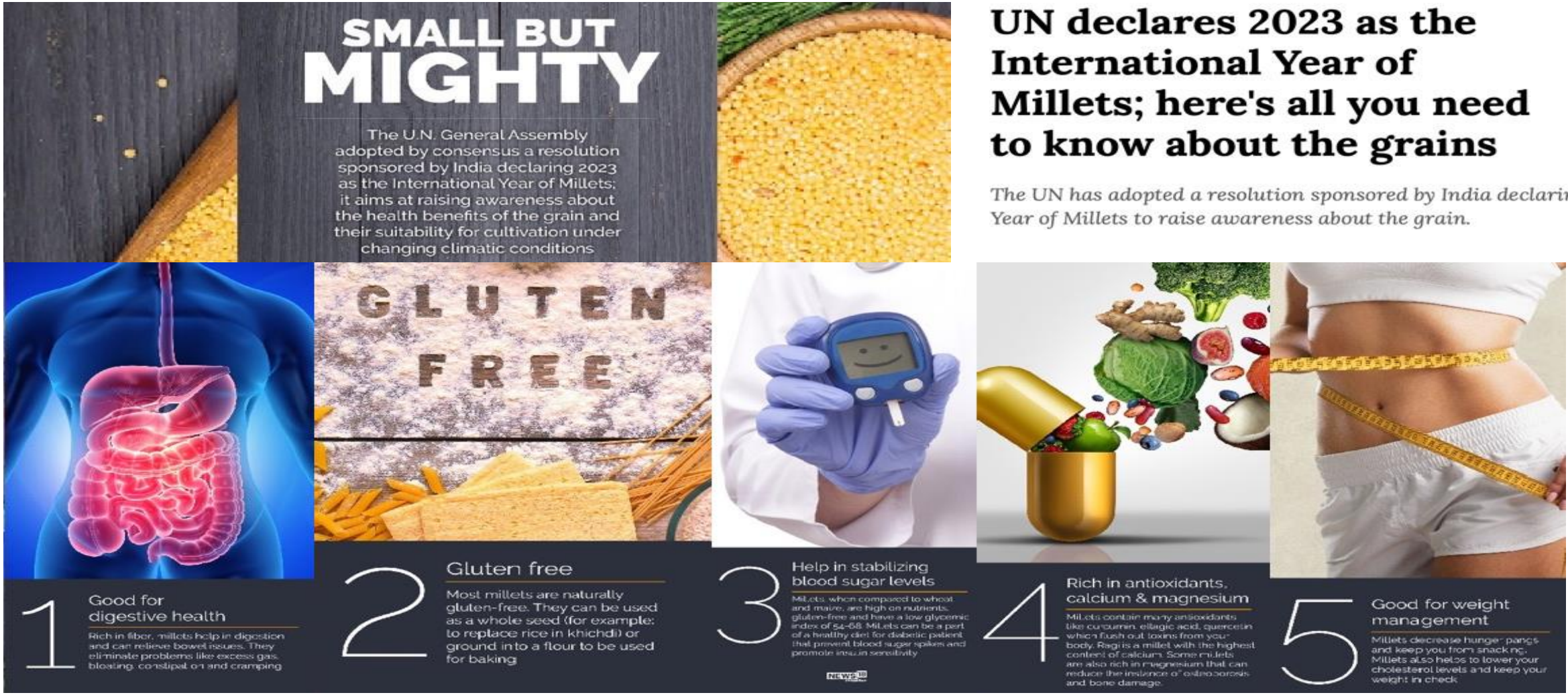
Make a Smart Choice!







UN has declared 2023 as the International Year Of Millets



Home > News > Photos > WORLD

UN declares 2023 as the International Year of Millets; here's all you need to know about the grains

The UN has adopted a resolution sponsored by India declaring 2023 as Year of Millets to raise awareness about the grain.

- Source: https://www.moneycontrol.com/news/photos/world/un-declares-2023-as-the-international-year-of-millets-heres-all-you-need-to-know-about-the-grains-6620811.html

Reviving the power of ancient grains in a modern format

SOULFULL®
delicious millets

It's "The Answer" to

- ✓ Consumer's need for healthy, nutritious & natural products
- ✓ Environmentally sustainable products

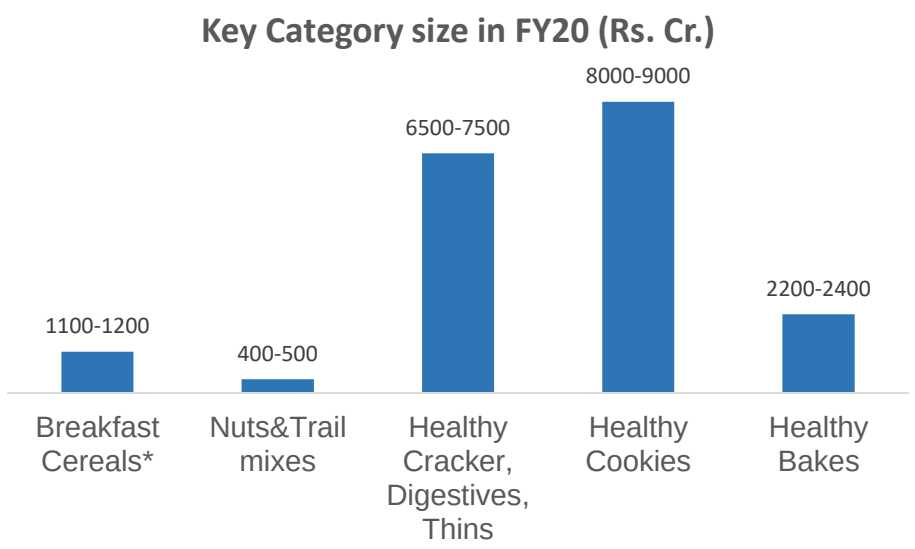


with a "Differentiated offering"

- ✓ Food products delivered with a thought – ingredients that our grandma would approve of"
- ✓ "Better For You"| tastier |convenient |no preservative | no fortification

Significant Total Addressable Market with distinct positioning

Total Addressable Market (~20K Cr.)



Source: Mckinsey, company research
The above categories represent the existing and potential portfolio categories of TATA Soulful
** Breakfast Cereals – includes kids segment, muesli and oats excluding cornflakes*



Kids / Mother

Making food tasty for the kid, guilt-free and nutrition packed for the mother



Snacks



Breakfast Cereals



Adults

Convenient, tasty and healthy food for adult consumers



Breakfast Cereals



Beverage

Soulfull's brand attributes are becoming increasingly relevant

Less Fat

Our products are made with healthy ingredients

Healthy & safe kids' snacks

Customers today understand that healthy packaged food is safe to eat vis-à-vis open food

Rooted in ancient grains

Growing interest in going back to the roots and ancient grains

Great taste & affordable pricing

Soulfull make's health fun and accessible

Immunity boosting Ragi

30-50%

Health experts & government agencies have endorsed Ragi and its effect on immunity building

No Nasties

Customers want less to no Nasties in the ingredient panels

Converting the opportunity to reality





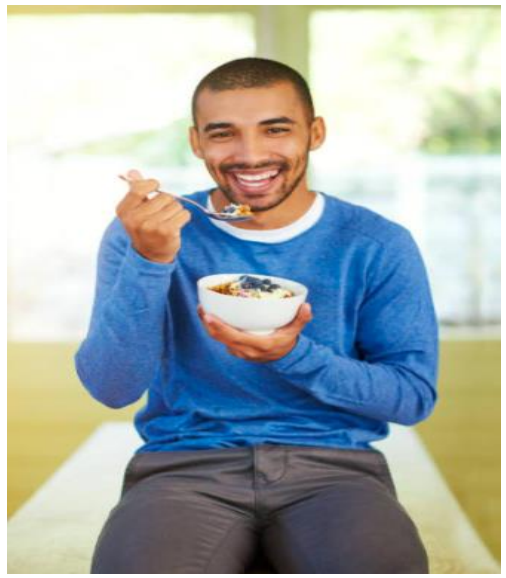






Converting the opportunity to reality

















Tata and Soulfull : next frontier

Soulfull opportunity

- Build a platform with differentiated offerings in the Health & Wellness space *(estimated market size of Rs. 20,000 Cr.)*
- Aligned with Tata Consumer's "For Better" strategy.
- New age brand with a new addressable group
- Soulfull product portfolio has a strategic fit with and expands Tata Consumer's portfolio into-
  - ✓ On-the-Table / On-the-Go categories
  - ✓ New consumption occasions – RTE breakfast, snacking, mini-meals
  - ✓ Fast growing category - cereals, mini meals, healthy snacks, protein drinks, etc. (Categories growing @ 15%+)
- Explore innovative formats in-line with current consumption trends
- Margin accretive addition to the business.

Tata Soulfull synergies

- ✓ Significant scope to expand distribution - 15,000 outlets (Soulfull) vs 2.4m total numeric reach (TCPL).
- ✓ Scope to unlock synergies in S&D, procurement/ manufacturing/ logistics.
- ✓ Addition of 'TATA' to strengthen brand credentials.
- ✓ Leverage R&D capabilities for building a platform for the future.
- ✓ Strong & passionate team to be supplemented with Tata Consumer's expertise.

Soulfull – unlocking synergies

Systematic Integration Playbook



Maximize synergies and ensure greater distribution of fixed cost



Develop **systematic, scalable model** for integration of allied businesses



Drive **90-day integration plan** with minimum disruption to business



Orchestrated by a **dedicated business integration & transformation team**

Soulfull Integration Results

- ✓ Ensured billing through TCPL within ~45 days of deal closure (April ‘21).
- ✓ On-track for 3X outlets
- ✓ Created “Rapid innovation model” to continue ‘entrepreneurial’ pace of New Product Development

Tata Consumer – Building On A Strong & Relevant Multi – Category Portfolio

