SEC/SH/20/

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Fax : 033-22104500

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Guwahati – 781 008
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The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
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National Stock Exchange of India Ltd.
Wholesale Debt Market Segment
Exchange Plaza, Plot No. C/1, G Block
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31st October, 2012

Dear Sirs,

Please find enclosed a copy of the press release with regard to the Results for the Quarter ended 30th September, 2012.

Yours faithfully,

For **TATA GLOBAL BEVERAGES LTD.**

(V. Madan)
Vice President & Secretary

cc: National Securities Depository Ltd.
Trade World, 4th Floor
Kamala Mills Compound
Senapati Bapat Marg

cc: Central Depository Services (India) Ltd.
Phiroze Jeejeebhoy Towers, 28th Floor
Dalal Street
Mumbai

TATA GLOBAL BEVERAGES

For immediate use **PRESS RELEASE**

October 31st, 2012

Results for the Quarter ended September 2012

Tata Global Beverages announces significant increase in revenues and profits

Consolidated Results: Total Operating Income for the Quarter at Rs. 1861 crores, up by 14%
Profit after tax for the Quarter at Rs. 128 crores, up by 64%

Tata Global Beverages Limited today announced its results for the quarter ended 30th September, 2012. It reported significant increase in turnover and profits.

The Company's Consolidated total operating income for the quarter, at Rs. 1861 crores, was 14% higher than the corresponding quarter of the previous year, reflecting improved performance coupled with favourable foreign exchange translation impact. Profit after finance cost but before exceptional items at Rs. 159 crores is 23% higher than the corresponding quarter of the previous year, reflecting improved operating performance and lower finance costs. As a result, profit from ordinary activities before tax for the quarter at Rs. 148 crores is higher by 25% compared to the corresponding period last year.

Tata Global Beverages continues to focus on category expansion through its entry into the rapidly growing and ultra convenient world of single serve beverages. Its Tetley brand has entered into an agreement with Kraft in Canada to make Tetley tea discs available for Kraft's Tassimo, a market leader in single serve brewing machines. Eight O'Clock Coffee, also owned by Tata Global Beverages, has significantly progressed its partnership with Green Mountain Coffee Roasters, Inc. (GMCR), a leader in specialty coffee and single serve brewing systems in North America. Eight O'Clock coffee K-cups are now available on retail shelves in the United States of America, for GMCR's Keurig single cup brewing systems.

Product innovation continues to be a key growth driver. Tata Water Plus – India's first nutrient water, fortified with zinc, a mineral which is important for immunity and health – is now available in all major towns and cities in Tamil Nadu, and has also established a growing presence in Andhra Pradesh. The brand has been well received in the market, and has made significant distribution gains. In Russia, the Grand Melange range of coffees was

launched. This premium product combines the convenience of instant coffee alongwith the taste and aroma of roast & ground coffee.

Tata Starbucks, a joint venture between Tata Global Beverages and the Starbucks Coffee Company, opened India's first Starbucks store in Mumbai during October 2012. The store has drawn excellent consumer response. Indian Espresso Roast, sourced locally through Tata Coffee, will be a hallmark feature of all Starbucks stores in the country. The stores will also offer Tata Tazo tea, and Himalayan natural mineral water.

During the quarter, significant marketing initiatives were launched to strengthen key brands. In the United Kingdom, Tetley Tea, which has a dominant market share, launched its new masterbrand campaign, with an insightful proposition - "Make Time, Make Tetley". In India, Tata Tea, which is the market leader in the country, launched a new "Badi Patti, Choti PattI" advertisement campaign, which is the latest expression of the successful Jaago Re theme.

Harish Bhat, Managing Director and CEO of Tata Global Beverages, said – "We are happy to announce a strong performance in a challenging market environment, despite commodity cost increases in the tea category. Key markets have performed well, with constant focus on category expansion, innovation and operating efficiencies. Our strategic alliances with Pepsico and Starbucks have recorded excellent progress. I would also like to highlight that, during the quarter, our coffee businesses in India, USA and Russia delivered outstanding results. We remain committed to driving profitable growth by delivering great value to our consumers, building strong brands and driving consistent execution."

Issued By : L Krishnakumar

About Tata Global Beverages

Tata Global Beverages is a global beverage business; its brands have presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world's second largest tea company. 250 million servings of its brands are consumed everyday around the world. Tata Global Beverages' annual turnover is US$1.4bn, it employs around 3,000 people across the world. The company focuses on 'good for you' beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Tata Water Plus and Tata Gluco+, Good Earth tea, Grand Coffee and Eight O'clock coffee. For more information please visit www.tataglobalbeverages.com