



SEC/SH/20/

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The Secretary
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National Stock Exchange of India Ltd.
Wholesale Debt Market Segment
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex
Mumbai – 400 051
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31st January, 2013

Dear Sirs,

Please find enclosed a copy of the press release with regard to the Results for the Quarter ended 31st December, 2012

Yours faithfully,

For **TATA GLOBAL BEVERAGES LTD.**

(V. Madan)
Vice President & Secretary

cc: **National Securities Depository Ltd.** cc: **Central Depository Services (India) Ltd.**
Trade World, 4th Floor **Phiroze Jeejeebhoy Towers, 28th Floor**
Kamala Mills Compound **Dalal Street**
Senapati Bapat Marg **Mumbai**

TATA GLOBAL BEVERAGES LIMITED

Registered Office : 1 Bishop Lefroy Road, Kolkata – 700020,
Kirkoskar Business Park, Block C -3rd & 4th Floor, Hebbal, Bangalore - 560 024.
Tel 080 67171200 Fax 080 67171201.

For immediate use

PRESS RELEASEJanuary 31st, 2013**Results for the Quarter ended December 2012****Tata Global Beverages announces steady growth in revenues and significant increase in profits**

Consolidated Results: Total Operating Income for the Quarter at Rs. 1915 crores, up by 6%
Group Consolidated Net Profit at Rs. 80 crores, up by 25%

Tata Global Beverages Limited today announced its results for the quarter ended 31st December, 2012. It reported steady growth in revenues and significant increase in profits.

The Company's consolidated total operating income for the quarter, at Rs. 1915 crores, was 6% higher than the corresponding quarter of the previous year, reflecting improved performance coupled with a favourable foreign exchange translation impact. Profit from operations for the quarter at Rs. 179 crores is 13% higher than the corresponding quarter of the previous year, reflecting improved operating performance in branded and non branded businesses and favourable impact of cost interventions. Group Consolidated Net Profit for the quarter at Rs 80 crores is higher by 25% as compared to corresponding period.

Tata Global Beverages' focus on category expansion and innovation in tea, coffee and water continues to yield very good results. Its entry into the fast moving and ultra convenient world of single serve beverages with the launch of Tetley tea discs through an agreement with Kraft in Canada and Eight O' Clock K cups in the US through an agreement with Green Mountain Coffee Roasters, Inc (GMCR) has been well received by consumers.

Tata Water Plus- India's first nutrient water and Tata Gluco Plus- a glucose based flavored drink have now established a strong presence in Tamil Nadu and parts of Andhra Pradesh. Tata Gluco Plus is now available in two exciting flavours - lemon and orange. The Orange flavoured variant of Tata Gluco Plus has been launched recently and has found excellent consumer acceptance.

TATA GLOBAL BEVERAGES LIMITED

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www.tataglobalbeverages.com

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PRESS RELEASE

In Canada, the Tetley brand launched an innovative range of 'Green tea plus' blends which capitalize on the consumer wellness trend by adding healthy herbs to green tea. A range of delicious herbal 'mocktails' were also launched to cater to consumers wanting affordable, indulgent products.

To commemorate 175 years of the iconic Tetley brand, the UK's first tea table book titled 'You, me and a cup of tea' was created by Tetley in partnership with CLIC Sargent, UK's leading children and young people's cancer charity. The book features a unique collection of 175 memorable teatime stories from celebrities, Tetley Tea fans and tea drinkers from across UK. Young people and their families affected by cancer, who have been supported by CLIC Sargent, have shared their stories in the book as well and all proceeds from the book will go to the charity.

Tata Global Beverages continues to create memorable beverage moments for its consumers through Tata Starbucks, its joint venture with the Starbucks Coffee Company. Tata Starbucks has, until date, opened four stores in Mumbai and two stores at Delhi airport.

Harish Bhat, Managing Director and CEO of Tata Global Beverages, said – "I am happy to report that Tata Global Beverages have achieved steady growth in revenues in a challenging global environment and notwithstanding recessionary trends in many parts of Europe. We have also recorded good sales volume increases in India and Australia, with positive movement in marketshares. The significant growth in our operating profits is led by an unrelenting focus on margins, costs, innovation and execution. I would like to highlight, in particular, the excellent profit performance of our coffee businesses in India and the USA. We are also delighted that our strategic partnerships with Starbucks and Pepsico have recorded rapid strides during the quarter."

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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

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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

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