SEC/SH/20/100

The Secretary
Calcutta Stock Exchange Assn. Ltd.
7 Lyons Range
Calcutta – 700 001
Fax : 033-22104500

The Secretary
The Guahati Stock Exchange Ltd.
2nd floor, Shine Towers
Arya Chowk, Rehabari
Guwahati – 781 008
Fax : 0361-25431721

Bombay Stock Exchange Ltd
Corporate Relationship Dept.
1st Floor, New Trading Wing
Rotunda Building, PJ Towers
Dalal Street
Mumbai – 400 001
Fax : 022-22723121/2037

The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai – 400 051
Fax : 022-26598237/38

National Stock Exchange of India Ltd.
Wholesale Debt Market Segment
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex
Mumbai – 400 051
Fax : 022-26598237

May 23, 2012

Dear Sirs,

Please find enclosed the press release with regard to Audited Financial results of the Company for the year ended 31st March, 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
Mumbai – 13 Fax : 022-24972993

cc: Central Depository Services (India) Ltd.
Phiroze Jeejeebhoy Towers, 28th Floor
Dalal Street
Mumbai – 400 023
Fax : 022-22723199

TATA GLOBAL BEVERAGES

For immediate use **PRESS RELEASE**

May 23, 2012

Results for year ended March 2012

CONSOLIDATED : Consolidated operating income for the year at Rs 6631 crores up by 10%.

Group Consolidated Net Profit for the year at Rs 356 crores up by 40%

STANDALONE : Total operating Income for the year at Rs 2035 crores up by 12%.

Net Profit for the year at Rs 303 crores up by 68%

Tata Global Beverages Ltd. announced its results for the year ended March 31, 2012 this afternoon.

In India we have retained volume and value leadership due to a realignment of the marketing mix focusing on distribution as well as investment in brands. Tata Tea's 'Soch Badlo' marketing campaign to commemorate 25 years of the brand has struck a chord with consumers and increased brand pull. In Canada, we continue to be volume and value leaders. New chai blends dark chocolate and vanilla bean, Perk high caffeine orange pekoe and Green Pomegranate tea launched earlier in Canada are gaining distribution. Tetley Chai Latte, an exciting product combining both coffee and tea has done very well in Australia and Tetley Red Bush continues to be a market leader in Great Britain. Our strategic alliances are a key element of our growth strategy. We announced a joint venture with Starbucks recently to open Starbucks cafes across India. NourishCo, our JV with PepsiCo has launched Tata Water Plus – India's first nutrient water and Tata Gluco Plus - a glucose based lemon flavoured drink, both of which have been well received.

The Company's Consolidated total operating income for the year at Rs. 6631 crores was 10% higher than previous year aided by improved performance in most major markets coupled with favourable foreign exchange translation impact. Profit after finance cost but before exceptional items at Rs 551 crores is 14% higher reflecting the improvement in the operating performance and lower finance costs. Profit from ordinary activities before tax and profit after tax are higher than the previous year by 16% and 48% respectively mainly due to favourable impact of higher exceptional income and lower effective tax rate.

TATA GLOBAL BEVERAGES LIMITED
Registered Office : 1 Bishop Lefroy Road, Kolkata – 700020.
Tel: +91 33 2247 0747 /1891 / 3654 / 3977 / 2249 2422
Fax 91 33 2247 2159
www.tataglobalbeverages.com

TATA GLOBAL BEVERAGES

For immediate use **PRESS RELEASE**

In the stand alone Tata Global Beverages Ltd results for the year, total operating Income for the year at Rs 2035 crores increased by 12% over the previous year driven by higher volumes and improved performance in branded tea operations. The Profit before Tax at Rs 370 crores and the Profit after Tax at Rs 303 crores are also higher compared to the previous year driven by improvement in operations, lower finance costs, higher exceptional income partly offset by lower other income.

Issued By : L Krishnakumar

About Tata Global Beverages

Tata Global Beverages is a global beverage business and the world's second largest tea company. The group's annual turnover is US$1.5bn and it employs around 3,000 people in over 40 countries worldwide. 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, Good Earth and Eight O'clock coffee. For more information please visit www.tataglobalbeverages.com

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