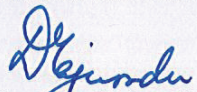


To
The Board of Directors
Tata Global Beverages Limited
1, Bishop Lefroy Road,
Kolkata - 700 020

1. We have audited the results of **Tata Global Beverages** (the "Company") for the quarter ended December 31, 2013 which are included in the accompanying 'Audited Financial Results for three months ended December 31, 2013' (the "Statement"), prepared by the Company pursuant to the requirement of Clause 41 of the Listing Agreement, except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which we have traced from disclosures made by the Management and, accordingly, have not been audited by us.
2. It is the responsibility of the Company's Management to prepare the Statement on the basis of its interim financial statements prepared in accordance with the recognition and measurement principles laid down in Accounting Standard (AS) 25, Interim Financial Reporting, issued pursuant to the Companies (Accounting Standards) Rules, 2006 as per Section 211(3C) of the Companies Act, 1956 and other accounting principles generally accepted in India. Our responsibility is to express an opinion on the Statement based on our audit.
3. We conducted our audit in accordance with the Standards on Auditing and other applicable authoritative pronouncements issued by the Institute of Chartered Accountants of India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the Statement is free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the Statement. An audit also includes assessing the accounting principles used and significant estimates made by Management. We believe that our audit provides a reasonable basis for our opinion.
4. In our opinion, and to the best of our information and according to the explanations given to us, the Statement:
 - (i) is presented in accordance with the requirements of Clause 41 of the Listing Agreement in this regard; and
 - (ii) gives a true and fair view of the net profit and other financial information for the quarter ended December 31, 2013 as well as the year to date results for the period from April 1, 2013 to December 31, 2013.
5. Further, we also report that we have traced the number of shares as well as the percentage of shareholdings in respect of the aggregate amount of public shareholdings, as well as that of the promoters and promoter group (both pledged/ encumbered and non-encumbered), as disclosed in terms of Clause 35 of the Listing Agreement, from the representations and other records and information and explanations given to us by the company's management, and found the same to be in accordance therewith.

Place: Mumbai
Date: January 29, 2014

For **Lovelock & Lewes**
Firm Registration Number: 301056E
Chartered Accountants


Dibyendu Majumder
Partner
Membership Number: 057687



Tata Global Beverages Limited
Registered Office: 1 Bishop Lefroy Road Kolkata-700020

**Audited Financial Results
for three months ended December 31, 2013**

Rs. in Lakhs

Particulars	Three months ended			Year to date ended		Year ended
	Dec 31	Sep 30	Dec 31	Dec 31		March 31
	2013	2013	2012	2013	2012	2013
Net Sales / Income from Operations (Net of excise duty)	70320	63452	61721	200437	171948	227784
Other Operating Income	1539	1750	808	4583	2825	4826
Total Income from Operations(Net)	71859	65202	62529	205020	174773	232610
(a) Cost of materials consumed	45169	45200	42775	128925	114231	154927
(b) Purchase of stock-in-trade	61	38	-	144	113	113
(c) Changes in inventories of finished goods and stock-in-trade	571	(1460)	(1265)	4608	1793	(3854)
(d) Employees benefits expense	3572	3444	2872	10433	8344	12006
(e) Depreciation and amortization expense	419	415	370	1238	1072	1639
(f) Other expense	13530	13603	11388	39141	32488	45567
Total Expenses	63322	61240	56140	184489	158041	210398
Profit from Operations before Other Income , Finance costs & Exceptional Items	8537	3962	6389	20531	16732	22212
Other Income	5031	4798	5807	11159	10649	11297
Profit from ordinary activities before Finance costs & Exceptional Items	13568	8760	12196	31690	27381	33509
Finance Costs	1571	910	1287	2980	2131	3201
Profit from ordinary activities after Finance costs but before Exceptional Items	11997	7850	10909	28710	25250	30308
Exceptional Items(Net)	(697)	15789	(1142)	17590	2350	1787
Profit from ordinary activities before Tax	11300	23639	9767	46300	27600	32095
Tax Expense						
(a) Current Tax	2746	6554	2716	12314	5892	6779
(b) Deferred Tax	(241)	(223)	(67)	(574)	(457)	(549)
Net Profit for the period	8795	17308	7118	34560	22165	25865
Paid-up equity share capital (Face value of Re 1 each)	6184	6184	6184	6184	6184	6184
Reserves excluding Revaluation Reserves						223459
Earnings per share (Basic & Diluted) (not annualised for the quarter) - Rs	1.42	2.80	1.15	5.59	3.58	4.18
PARTICULARS OF SHAREHOLDING						
Public Shareholding						
-Number of Shares	401315380	401315380	400715380	401315380	400715380	400715380
-Percentage of Shareholding	64.90%	64.90%	64.80%	64.90%	64.80%	64.80%
Promoters and Promoters Group Shareholding						
(a) Pledged/ Encumbered						
- Number of shares	-	-	40800000	-	40800000	40800000
-Percentage of Shares (as a percentage of the total shareholding of the promoter and promoter group)	-	-	18.74%	-	18.74%	18.74%
-Percentage of Shares (as a percentage of the total share capital of the Company)	-	-	6.60%	-	6.60%	6.60%
(b) Non Encumbered						
- Number of shares	217083190	217083190	176883190	217083190	176883190	176883190
-Percentage of Shares (as a percentage of the total shareholding of the promoter and promoter group)	100.00%	100.00%	81.26%	100.00%	81.26%	81.26%
-Percentage of Shares (as a percentage of the total share capital of the Company)	35.10%	35.10%	28.60%	35.10%	28.60%	28.60%

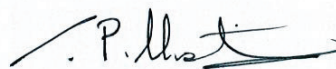
Notes:

1. Total Operating Income for the quarter at Rs 719 crores grew by 15% over the corresponding quarter of the previous year driven mainly by improvement in branded operations. Profit from Operations at Rs 85 crores is higher by 34% from the corresponding quarter of the previous year driven by improved operating performance. Profit after tax for the Quarter at Rs 88 crores improved by 24 % over the corresponding quarter of previous year.
2. Exceptional items during the quarter represent expenditure on new product development of Rs 4 crores and expenditure on New Initiatives and Restructuring activities Rs 3 crores. Exceptional items for the corresponding quarter of previous year represents expenditure on new product development Rs 6 crores and one time ex gratia payment to pensioners Rs 5 crores.
3. Earnings per share (EPS) (basic and diluted) for the quarter of Rs. 1.42 is higher than Rs 1.15 reported for the corresponding quarter of the previous year mainly due to improved operational performance. Net of the impact of exceptional items, EPS (basic and diluted) for the current quarter is higher at Rs. 1.50 as compared to Rs 1.28 for the corresponding quarter of the previous year.
4. The Board of Directors of the Company in its meeting held on 12th November 2013 had approved the scheme of merger of its subsidiary Mount Everest Mineral Water Ltd with the Company in terms of a scheme of amalgamation under Section 391-394 and other applicable provisions of the Companies Act, 1956. The appointed date of the scheme is 1st April 2013. The Scheme would become effective after receipt of all requisite statutory and court approvals, including shareholders approval.
5. As the Company's activity falls within a single business segment, viz "Buying / Blending and Sale of tea in bulk and value added form" the disclosure requirements of Accounting Standard (AS-17) on "Segment Reporting" notified by the Companies (Accounting Standard) Rules 2006, are not applicable.

6. Investor complaints :

Pending at the beginning of the Quarter	Received during the Quarter	Disposed off during the Quarter	Remaining unresolved at the end of the Quarter
	2	2	-

7. Previous period's figures have been rearranged/ regrouped to the extent necessary, to conform to the current period's figures.
8. The aforementioned results were reviewed by the Audit Committee of the Board on January 29, 2014 and subsequently taken on record by the Board of Directors at its Meeting held on January 29, 2014. The Statutory Auditors of the Company have audited these results.

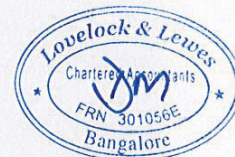


Cyrus P Mistry
(Chairman)

Mumbai, January 29, 2014

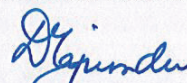
The Board of Directors
Tata Global Beverages Limited
1, Bishop Lefroy Road,
Kolkata – 700 020

1. We have reviewed the consolidated results of Tata Global Beverages Limited, its subsidiaries, entities and associate companies hereinafter referred to as the "Group" for the quarter ended December 31, 2013 which are included in the accompanying 'Unaudited Consolidated Financial Results for three months ended December 31, 2013', except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' in Tata Global Beverages Limited which have been traced from disclosures made by the Management but have neither been reviewed nor been audited by us. The Statement has been prepared by the Group's Management pursuant to Clause 41 of the Listing Agreement with the Stock Exchanges in India, which has been initialled by us for identification purposes. This Statement is the responsibility of the Group's Management and has been approved by the Board of Directors of Tata Global Beverages Limited. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement.
3. A review is limited primarily to inquiries of group's personnel and analytical procedures applied to group's financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
4. We have only traced the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' in Tata Global Beverages Limited in the Statement from the disclosures made by the Group's Management and are, therefore, not expressing a review opinion thereon.
5. As mentioned in Note 5 on the Statement, the overseas subsidiaries of the group have defined benefit schemes relating to which the actuarial losses or gains are allowed to be recognized in the Reserves as per the local generally accepted accounting practices followed in those respective jurisdictions. For the purpose of consolidated financial results the holding company management has adopted the accounting policy in respect of actuarial gains or losses for its overseas defined benefit schemes to reflect the applicable accounting framework of the respective jurisdictions and consequently accounted it in the Reserves instead of in the Statement of Profit and Loss. Had the Company followed the practice of recognition of actuarial gains/losses on the aforesaid defined benefit plans in the Statement of Profit and Loss as per Accounting Standard (AS 15) on Employee Benefits, for the quarter ended December 31, 2013 and for the period from April 1, 2013 to December 2013, the charge to employee benefits expense would have been lower by Rs.408 lakhs and Rs.3,518 lakhs respectively, the deferred tax credit would have been lower by Rs.94 lakhs and Rs.809 lakhs respectively, the profit from ordinary activities before tax would have been higher by Rs.408 lakhs and Rs.3,518 lakhs and the group consolidated net profit would have been higher by Rs.279 lakhs and Rs.2,402 lakhs respectively.
6. In respect of two jointly controlled entities and four associates, the management approved financial results have been considered for the consolidation, on which we have placed reliance. The Group's consolidated revenue and net profit for the quarter ended December 31, 2013 includes Group's share of revenue and net loss of Rs.2,190 lakhs and Rs.1,725 lakhs respectively in the said jointly controlled entities and net profit of Rs.89 lakhs in the said associates. The Group's consolidated revenue and net profit for the period from April 1, 2013 to December 31, 2013 includes Group's share of revenue and net loss of Rs.6,217 lakhs and Rs.3,696 lakhs respectively in the said jointly controlled entities and net loss of Rs.327 lakhs in the said associates.



7. We did not review the financial results of (i) 38 subsidiaries and 4 jointly controlled entities considered in the preparation of the Statement and which constitute total revenue of Rs. 136,053 lakhs and Rs 386,020 lakhs and net profit of Rs 8,290 lakhs and Rs 15,613 lakhs for the quarter and period then ended; and (ii) One associate company which constitutes net profit of Rs 1,095 lakhs and Rs 993 lakhs for the quarter and period then ended. These financial results and other financial information have been reviewed by other auditors whose reports have been furnished to us, and our opinion on the Statement to the extent they have been derived from such financial results is based solely on the report of such other auditors.
8. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with the applicable Accounting Standards notified pursuant to the Companies (Accounting Standards) Rules, 2006 as per Section 211(3C) of the Companies Act, 1956 and other recognised accounting practices and policies, and has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

For **Lovelock & Lewes**
Firm Registration Number: 301056E
Chartered Accountants



Dibyendu Majumder
Partner
Membership Number 057687

Place: Mumbai
Date: January 29, 2014



Tata Global Beverages Limited

Registered Office: 1 Bishop Lefroy Road Kolkata-700020

Unaudited Consolidated Financial Results for the three months ended December 31, 2013

Rs in Lakhs

Particulars	Three months ended			Year to date ended		Audited
	December 31 2013	September 30 2013	December 31 2012	December 31 2013	December 31 2012	Year ended March 31 2013
Net Sales / Income from Operations (Net of excise duty)	205391	190623	190011	575629	545756	727033
Other Operating Income	2683	2725	1132	7139	4392	8065
Total Income from Operations (Net)	208074	193348	191143	582768	550148	735098
(a) Cost of Material Consumed	93524	91620	87369	267876	254905	336476
(b) Purchase of stock in trade	7187	6962	6573	20767	17806	24377
(c) Changes in inventories of finished goods, work in progress and stock in trade	(4334)	(4222)	(933)	(9184)	530	(4154)
(d) Employee Benefits Expense	20539	20072	18506	59279	53782	74011
(e) Depreciation and Amortization (net of amount drawn from Revaluation Reserve)	3216	3148	2459	9242	7464	10510
(f) Advertisement and Sales charges	40071	36637	32322	105475	93297	123896
(g) Other Expenses	31461	26493	26983	82431	75310	103643
Total Expenses	191664	180710	173279	535886	503094	668759
Profit from Operations before Other Income , Finance Costs & Exceptional Items	16410	12638	17864	46882	47054	66339
Other Income	1495	3229	1723	6558	6999	8601
Profit from ordinary activities before Finance Cost & Exceptional Items	17905	15867	19587	53440	54053	74940
Finance Cost	(2779)	(1813)	(2383)	(6629)	(5598)	(8444)
Profit from ordinary activities after Finance Cost but before Exceptional Items	15126	14054	17204	46811	48455	66496
Exceptional Items (Net)	(1320)	9205	(1206)	10048	(2867)	(2817)
Profit from ordinary activities before Tax	13806	23259	15998	56859	45588	63679
Tax Expense						
(a) Current Tax	(33)	(8771)	(6217)	(15003)	(14232)	(17715)
(b) Deferred Tax	(1106)	1568	(485)	456	609	1308
Profit after Tax	12667	16056	9296	42312	31965	47272
Share of Profit/(Loss) from Associates	1184	408	527	666	1050	(2766)
Minority Interest in Consolidated Profit	(1896)	1539	(1797)	(1857)	(5316)	(7231)
Group Consolidated Net Profit	11955	18003	8026	41121	27699	37275
Paid-up equity share capital (Face value of Re 1 each)	6184	6184	6184	6184	6184	6184
Reserves excluding Revaluation Reserves						470448
Earnings per share (Basic & Diluted)(not annualised for quarter end) - Rs	1.93	2.91	1.30	6.65	4.48	6.03
PARTICULARS OF SHAREHOLDING						
Public Shareholding						
-Number of Shares	401315380	401315380	400715380	401315380	400715380	400715380
-Percentage of Share holding	64.90%	64.90%	64.80%	64.90%	64.80%	64.80%
Promoters and Promoters Group Shareholding						
(a) Pledged/ Encumbered						
- Number of shares	-	-	40800000	-	40800000	40800000
-Percentage of Shares (as a percentage of the total shareholding of the promoter and promoter group)	-	-	18.74%	-	18.74%	18.74%
-Percentage of Shares (as a percentage of the total share Capital of the Company)	-	-	6.60%	-	6.60%	6.60%
(b) Non Encumbered						
- Number of shares	217083190	217083190	176883190	217083190	176883190	176883190
-Percentage of Shares (as a percentage of the total shareholding of the promoter and promoter group)	100.00%	100.00%	81.26%	100.00%	81.26%	81.26%
-Percentage of Shares (as a percentage of the total share Capital of the Company)	35.10%	35.10%	28.60%	35.10%	28.60%	28.60%

Notes:

1. For the quarter, Income from operations at Rs 2081 crores increased by 9% year on year reflecting good performance in some key markets coupled with favourable foreign exchange translation impact. Profit from operations at Rs 164 crores is lower due to higher investment behind brands and impact of ongoing new initiatives during the quarter. Group Consolidated Net Profit is 49% higher than the same period in the previous year mainly reflecting impact of tax credit (refer note 3) and improved performance of Associates.
2. Exceptional items for the quarter represents cost relating to business transformation and restructuring of Rs 4 crores, long term initiatives and product development costs of Rs 7 crores and other costs of Rs 7 crores partly offset by reversal of provision on discontinuation of investments consequent to its sale of Rs 5 crores. In the corresponding period of the previous year exceptional items consisted of cost relating to business restructuring of Rs 3 crores, expenditure on one time ex-gratia payment to pensioners of Rs 5 crores, expenditure on long term initiatives and new projects of Rs 4 crores.
3. During the quarter the Holding Company's overseas subsidiaries sold their stake in a US based functional beverage Company which had been fully impaired in the previous quarter. The consideration for the sale is contingent on future performance and restructuring of the business. Provision for tax, for the quarter, includes a credit of Rs 45.72 crores arising on sale of stake.
4. Earnings per share (EPS) (basic and diluted) for the quarter at Rs 1.93 is higher than the corresponding period of prior year by 49% mainly due to favourable tax credit and improved performance of Associates. Net of impact of exceptional items, EPS (basic and diluted) for the current quarter at Rs 1.44 is higher by 1% as compared to the corresponding period of the previous year.
5. Actuarial gains relating to defined benefit pension scheme of overseas subsidiaries of Rs 2.79 crores (net of tax and minority interest) for the quarter have been accounted in Reserves in the Consolidated Financial Statement applying the principles of Accounting Standard 21 and in line with the policy followed by the overseas subsidiaries and other companies in compliance with the relevant overseas accounting framework. Had the accounting policy of recognising the actuarial gains and losses of pension scheme of the overseas subsidiaries in the Statement of Profit and Loss been followed, the Consolidated Net Profit for the Group for the quarter and nine months ended December 2013 would have been higher by Rs 2.79 crores and Rs 24.02 crores respectively.

The Statutory Auditors have invited attention to this in their Limited Review report.

6. The Board of Directors of the Holding Company in its meeting held on 12th November 2013 approved the scheme of merger of its subsidiary Mount Everest Mineral Water Ltd with the Holding Company in terms of a scheme of amalgamation under Section 391-394 and other applicable provisions of the Companies Act, 1956. The appointed date of the scheme is 1st April 2013. The Scheme would become effective after receipt of all requisite statutory and court approvals, including shareholders approval.
7. The major part of the Holding Company's business arises from operations outside India and through its subsidiaries. In view of this the Company has opted to publish only consolidated results for the year as permitted under SEBI guidelines. The standalone results shall be available on the Company's website as well as on the website of the stock exchanges where the Company's shares are listed. The Total Income from Operations, Net Profit for the period and Earnings per share of the Holding Company's standalone financial results are given below:

In Rs Crores	Three months ended			Year to date ended		Year ended
	Dec 31 2013	Sep 30 2013	Dec 31 2012	Dec 31 2013	Dec 31 2012	Mar 31 2013
Total Income from Operations (Net)	719	652	625	2050	1748	2326
Net Profit for the period	88	173	71	346	222	259
Earnings per share – Rs*	1.42	2.80	1.15	5.59	3.58	4.18
Earnings per share – Rs* Excluding the impact of exceptional items	1.50	0.91	1.28	3.42	3.06	3.71

*not annualised for the quarter end

8. Previous period's figures have been regrouped / rearranged, to the extent necessary, to conform to current period's classifications.
9. The aforementioned results were reviewed by the Audit Committee of the Board on January 29, 2014 and subsequently taken on record by the Board of Directors at its Meeting held on January 29, 2014. The Statutory Auditors of the company have conducted a limited review of these results.



Cyrus P Mistry
(Chairman)

Mumbai: January 29, 2014



Tata Global Beverages Limited

Registered Office : 1 Bishop Lefroy Road Kolkata 700020

Unaudited Consolidated Segment wise Revenue, Results and Capital Employed, under Clause 41, of the Listing Agreement for the three months ended December 31, 2013

Rs in Lakhs

Particulars	Three months ended			Year to date ended		Audited Year Ended March 2013
	December 31 2013	September 30 2013	December 31 2012	December 31 2013	December 31 2012	
1. Segment Revenue						
(a) Tea	157304	137024	141616	426068	396080	532796
(b) Coffee & Other Produce	49136	53974	48153	149965	148710	194662
(c) Others	1627	2347	1366	6725	5325	7599
(d) Unallocated	7	3	8	10	33	41
Total Income from Operations (Net)	208074	193348	191143	582768	550148	735098
2. Segment Results						
(a) Tea	19420	12182	16657	46184	40853	54432
(b) Coffee & Other Produce	3787	6017	7089	18203	21780	28919
(c) Others	(937)	(639)	(1254)	(2856)	(2896)	(2559)
Total	22270	17560	22492	61531	59737	80792
Add/(Less)						
i) Finance Cost	(2779)	(1813)	(2383)	(6629)	(5598)	(8444)
ii) Other Un-allocable items, Other Income and Exceptional Items	(5685)	7512	(4111)	1957	(8551)	(8669)
Profit from ordinary activities before Tax	13806	23259	15998	56859	45588	63679
3. Capital Employed						
(a) Tea	451194	424758	406284	451194	406284	344511
(b) Coffee & Other Produce	241499	242993	214446	241499	214446	207928
(c) Others	25572	24359	23284	25572	23284	22460
(d) Unallocated including Investments	(15575)	(2462)	(13665)	(15575)	(13665)	(12496)
Total	702690	689648	630349	702690	630349	562403

Notes:

a. Business Segments: The internal business segmentation and the activities encompassed therein are as follows:

Tea : Cultivation & manufacture of black tea and instant tea, tea buying/ blending and sale of tea in bulk or value added form.

Coffee and Other Produce : Cultivation of coffee and related plantation crops and sale of coffee in various value added form.

Others : Sale of water products, curing operations of coffee and other businesses.

b. The segment wise revenue, results, capital employed figures relate to the respective amounts directly identifiable to each of the segments. Unallocable expenditure include expenses incurred on common services at the corporate level, finance costs and exceptional items. Unallocable income includes income from investments and exceptional items.

c. Previous year/quarter figures have been regrouped/rearranged to the extent necessary, to conform to current year/quarter classifications.

P. Mistry

Cyrus P Mistry
(Chairman)

Mumbai : January 29, 2014

Rs in Crores

Particulars	Three months ended			Year to date ended		Year Ended March 31 2013
	December 31 2013	September 30 2013	December 31 2012	December 31 2013	December 31 2012	
Total Income from Operations (Net)	2080.74	1933.48	1911.43	5827.68	5501.48	7350.98
Profit before Exceptionals	151.26	140.54	172.04	468.11	484.55	664.96
Exceptionals Items (Net)	(13.20)	92.05	(12.06)	100.48	(28.67)	(28.17)
Net Profit before Tax	138.06	232.59	159.98	568.59	455.88	636.79
Net Profit after Tax	126.67	160.56	92.96	423.12	319.65	472.72
Earnings per Share - Rs*	1.93	2.91	1.30	6.65	4.48	6.03
Earnings per Share (Before Exceptionals)- on Core Operations - Rs *	1.44	1.32	1.42	4.25	4.42	5.95
Dividend - Rs per share (Face Value Re 1 per Share)						Rs.2.15

* Not annualised for the quarter

Jan 29th, 2014

Results for the Quarter ended December 2013

Tata Global Beverages announces steady growth in revenues and an increase in Group Net Profits

Consolidated Results:

Income from Operations for the Quarter at Rs. 2081 crores, up by 9%

Consolidated Group Net Profit for the Quarter at Rs. 120 crores, up by 49%

Tata Global Beverages Ltd. today announced its results for the quarter ended 31st December, 2013. The Company reported steady growth in revenues, and a significant increase in Group Net Profit.

For the quarter, Income from Operations at Rs. 2081 crores increased by 9% year-on-year, reflecting good performance in some key markets coupled with favourable foreign exchange translation impact. Group Consolidated Net Profit is 49% higher than the same period in the previous year, the increase mainly reflecting the impact of lower tax liability, as well as improved performance of some key countries and associate Companies.

During the quarter, the Holding Company's overseas subsidiaries sold their stake in a U.S. based functional beverage Company, which investment had been fully impaired in the previous quarter. The consideration for this sale is largely contingent on future performance and restructuring of the business.

During the quarter, Tata Global Beverages' brands of tea, coffee and water continued to create many magical moments for millions of consumers across the globe.

Significant amongst new offerings from the Company's brands were a slew of green tea related launches in various countries. Tetley 100% steamed green teas were launched in Canada in three delicious variants – pure, lemon and ginger. This range of green teas is gently steamed immediately after picking of the tea leaves, to lock-in its fresh, pure flavor. The USA witnessed the launch of Tetley Black & Green tea. This product offers tea lovers the best of both in one cup : the full flavor of black tea, and the goodness of green tea. In India, a significant marketing and advertising campaign has just begun for Tetley green tea.

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

For immediate use

PRESS RELEASE

The campaign highlights the significant benefits of green tea, and features the glamorous and remarkably fit Bollywood actress, Kareena Kapoor Khan.

Tata Tea Gold also continued to build on the exciting and socially transformative “Jaago Re – Power of 49” campaign in India, through mainstream and digital media. This iconic marketing campaign urges women, who constitute 49% of the Indian electorate, to exercise their right to vote.

Tata Starbucks – a joint venture between Tata Global Beverages and Starbucks- now has 34 Starbucks stores across the cities of Mumbai, Delhi, Bangalore and Pune. The stores continue to see excellent consumer response. The quarter also witnessed the successful launch of a fabulous new flagship store in Bangalore.

Mr. Harish Bhat, Managing Director and CEO of Tata Global Beverages, said – “This has been an exciting quarter for us at Tata Global Beverages. We have relaunched some of our key tea and coffee brands with new products and powerful marketing programs during the quarter, which have entailed significant marketing investments. In a few global markets, we have also faced and responded appropriately to some challenging marketplace conditions, particularly on account of commodity price trends in coffee and significant competitor activity. In our newest category, water, we continue to witness very good growth of our offerings such as Himalayan and Tata Water Plus, through Nourishco, our joint venture with PepsiCo.”

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

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