TATA GLOBAL BEVERAGES

For immediate use **PRESS RELEASE**

January 25, 2012

Results for quarter ended December 2011

CONSOLIDATED : Consolidated operating income for the quarter at Rs 1802 crores up by 12%.

Consolidated Group profit after interest but before exceptional items for the quarter at Rs 157 crores up 6%

STANDALONE : Total operating Income for the quarter at Rs 531 crores up by 12%.

Profit after interest but before exceptional items for the quarter at Rs 101 crores up 55%

Tata Global Beverages Ltd. announced its results for the quarter ended December 31, 2011 this afternoon.

Twenty-five years of the Tata Tea brand in India was commemorated by the launch of the 'Soch Badlo' campaign (the next phase of the Jaago Re! movement) calling on the nation to embrace positivity and work together towards a brighter tomorrow. During the quarter, the Company cemented its volume and value leadership position in India and recorded volume increases across all India based brands, with high-profile marketing activity for Tata Tea Premium yielding positive results. The ongoing Tetley Tea Folk media campaign in the UK zoned in on Tetley Extra Strong and Tetley Green and the brand maintained its clear leadership position in Decaf and Redbush, at the same time as growing mainstream black tea share. In Australia, Tetley Chai Latte, launched in the previous period is achieving well above planned levels and, in Canada, both Tetley Infusions and new product innovations such as Perk (high caffeine orange pekoe) and Green Pomegranate are making distribution gains.

The Company's Consolidated total operating income for the quarter was Rs. 1802 crores was 12% higher as compared to the corresponding period of the previous year, reflecting improved performance in most major markets also aided by the impact of price increases in some markets. The group's profit after interest but before exceptional items for the quarter

at Rs 157 crores is higher than the corresponding period of the prior year mainly due to improved operating performance and lower interest costs which is partially offsetting the impact of commodity cost increases.

In the stand alone Tata Global Beverages Ltd results for the quarter, the total operating income at Rs 531 crores reflects a growth of 12% driven primarily by improved performance in the Branded Tea operations. Profit after interest but before exceptional items at Rs 101 crores is substantially higher compared to the corresponding quarter of the previous year attributable to improved operating performance and lower interest costs.

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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