

FOODS |

TATA



TATA SALT

- Premium portfolio value contribution grew to 3.5% in FY 20-21 (1.8% in FY 19-20)
- Tata Salt's association with Kaun Banega Crorepati 2020, the first-ever high-impact property sponsorship on the brand, helped drive awareness of the Premium Salts portfolio and significantly boosted brand image scores
- Relaunch of Tata Salt Lite with #TakeItLite campaign live on TV to build awareness and focus on the premium portfolio
- Rock Salt scaled up by 3X in FY 20-21
- Launched a new national communication campaign, #SawaalDeshKiSehatKa to amplify the Iodine proposition and educate consumers on its role in ensuring normal growth and mental development in children

FOODS |

TATA
SAMPANN

TATA SAMPANN

#Spiceupyourhealth – Spices New IMC Campaign (Q2 onwards)

- Launched new IMC #Spiceupyourhealth in Q2, centred on the brand proposition of 'spice with natural oils'
- It was launched with a 360-degree campaign

#Spiceupyourhealth impact

Through sustained integrated media efforts, the brand health for spices was on an upward trend through the year with 2X growth on brand health

Tata Sampann Poshan Thali PR Campaign

Aimed at driving Sampann proposition of wholesome nutrition, a PR campaign was rolled out in Q4. 29 influencers/nutrition experts were engaged to share their #sampannposhanthali featuring their products across categories of Tata Sampann.

FOODS |

SOULFULL



TATA SOULFULL

- The UN announced 2023 as the International Year of Millets, underlining the potential of our acquisition in the health and wellness sector
- Launched into the mainstream category with Tata Soufull No Maida Choco with a strong 'Better for you' proposition