

Brand highlights

COFFEE



EIGHT O'CLOCK

- Eight O' Clock core led growth- Wholebean coffee reached +10K consumer reviews on Amazon and is now a top 10 category leader
- Eight O' Clock Innovation contributed over USD 1 Mn in revenue on e-commerce led by Flavors of America

TATA COFFEE GRAND

As part of the strategy to expand the Coffee business, Tata Coffee Grand was supported by a new campaign, leveraging its product proposition of 'Flavor locked decoction crystals', which lead to a great coffee experience

OUT-OF-HOME



TATA CHA

- Opened 6 new stores in FY 20-21 including the first flagship store at Bengaluru international Airport
- Highest ever brand buzz volume at 2.4 Mn riding on 8 menu campaigns and 2 integrated brand campaigns
- Launched Tata Cha Rewards

LIQUID BEVERAGES



HIMALAYAN

- Successfully created new distribution system targeted at premium outlets
- Improved profitability and expanded distribution footprint

TATA WATER PLUS

Tata Water Plus grew by 53% compared to last year

TATA GLUCO PLUS

Revenue growth of 4% vs previous year, a considerable achievement for an entirely out-of-home offering, adversely impacted due to COVID-19. Expansion into new markets and infrastructure has been built to ensure readiness

TATA FRUSKI

Tata Fruski, a street-inspired range of tongue-tantalising drinks, pilot-launched in Hyderabad and Visakhapatnam