

## Brand highlights

# Creating differentiated experiences

TATA TEA |



### PREMIUM

- Gained market share YoY
- Crafted key marketing campaigns celebrating India like Desh Ka Kulhad on Independence Day and hyperlocalised our packaging to pay tribute to the diversity of India's culture and festivals with limited edition, festive packs for Tata Tea Premium



### PREMIUM

- Tata Tea Leaf created unique Chhath Puja campaign and festive pack to pay ode to the rich culture of Bihar and Jharkhand (Holi in UP and Delhi packs, tin cans for Diwali on e-commerce, Baisakhi packs for Punjab)
- Tata Tea Premium was relaunched across the Gulf Cooperation Council (GCC) with new packaging and in-store marketing activities
- Elaichi Chai continued with its momentum from previous years to deliver steady growth



### CHAKRA GOLD

- Helped ease the financial situation of tea shop owners in Tamil Nadu who faced acute business shortage during the lockdown. Tata Tea Chakra Gold launched a campaign #OruTeaSollunga which raised interim funds that were distributed to 2,400+ outlets in the state
- Partnered with Chennai Super Kings as the official tea partner in the 2020 edition of the Indian Premier League



### KANAN DEVAN

Launched a restage campaign in its main state of Kerala. The new packs and communication campaign positions the range as representative of the 'Unique taste that Kerala loves'. It strengthens regional pride and love for the brand in the state



### TATA TEA JAAGO RE

- In the wake of the unprecedented COVID-19 situation, Tata Tea Jaago Re launched the Iss Baar #BadonKeLiye campaign to help generate awareness and facilitate change for the elderly community, who are at their most vulnerable during these times
- ~6,500 pledges were signed to support the elderly
- Jaago Re tied up with Help Age India to distribute 5,000 ration kits across India



### GOLD

- Rolled out exclusive campaign 'Bengalis' favourite tea' for brand's biggest market, West Bengal,
- One-of-its-kind association with Amazon Prime Video and Amazon.in to bring alive brand's message #DilKiSuno
- Celebrated Durga Puja with a specially designed pack using fusion of Patua and Pattachitra art forms



### GEMINI

Launched a restage campaign and new packaging to deepen our regional connect in key market of Telangana. The TV commercial celebrates the strong women of Telangana and pays an ode to their never-settle attitude



### AGNI

- Tata Tea Agni became the **#1 Brand by Volume** in the India Packaged Beverages portfolio
- Tata Tea Agni went on air and in local print to highlight its value and strength positioning

## Brand highlights

**TETLEY |**



### UK

- Tetley Herbals developed by Tetley Master Blender launched in July 2020
- Cold Infusions Summer 2020 Campaign encouraged the audience to ‘add a little fruitiness to their water’
- OOH range was relaunched with new product and packaging. The 100% recyclable range now has a new recyclable envelope, alongside the already compostable teabag. We are the first of the top 3 brands in the sector to have done this

### US

- Tetley posted the highest year-over-year growth trend led by significant uptick in Tetley Flavors of Britain revenue from key customers
- Tetley introduced premium Tetley Flavors of Britain black tea range in the US, inspired by British tea drinking heritage



### CANADA

- Tetley continued to be Canada’s leading tea brand
- Tetley Cold Infusions launched, featuring Canadian swimmer Penny Olesiak in a digital campaign. The product was chosen as 2021 Best New Product
- Tetley introduced 2 new Super Teas so Canadians can now enjoy 8 delicious vitamin fortified teas. The entire line-up was chosen as 2021 Product of the Year
- Tetley Specialty tea is #1 with significant increase in household penetration and sales value by over 35% this year

### INDIA

- Tetley Green Tea bags relaunched as Tetley Green Tea Immune. The brand reformulated its entire green tea bags range with the added immunity power of Vitamin C

### POLAND

- Tetley saw double-digit growth during last year due to distribution improvement
- Tetley Cold Infusions launched with 3 SKUs

**GOOD EARTH |**



**UK**

Launched the first RTD proposition for Good Earth Kombucha, packed with natural goodness and bold flavours

**US**

Introduced a range of premium herbal Sensorial Blend teas to expand offerings

**VITAX |**



Switched into new-format tea sachets (square tea bag)

**TEAPIGS |**



- Recorded highest growth in revenue in 7 years (18%)
- Maintained #1 super premium brand position in the UK with 67% market share
- Positive impact on people, profit and environment: £90k raised for tea growing communities in Rwanda via our ethical scheme (+50% YoY)

**JOEKELS |**



**SOUTH AFRICA**

- Laager Rooibos saw highest volume growth of any Rooibos brand and grew ahead of the Rooibos segment at 28% vs segment growth at 8.5% (MAT March 2021 vs previous year)
- Tetley Green tea saw phenomenal growth of 63.4% (ahead of the Green tea segment which grew at 19.9%) and extended its lead to 41.5% share of Green tea in South Africa (MAT March 2021 vs previous year)