



FOR BETTER SOURCING



Follow the Frog

Tetley in international markets is committed to sustainable sourcing of its tea through 100% Rainforest Alliance certifications. Tetley launched a consumer social media activation campaign 'Follow the Frog' in September 2020 that resulted in over 500,000 impressions.

Driving sustainability and promoting grower welfare with trustea

We are among the founding members of trustea, India's Sustainability tea programme, that has sustainably transformed over 650 Million kg or 50% of India's tea. It has been instrumental in disseminating sustainable agricultural practices to over 600,000 tea workers and 50,000 small tea growers; making it one of the largest programmes worldwide.

Tea being one of our core businesses, we are committed to building a secure supply chain ecosystem. With the help of technology and stakeholder partnerships, we strive to implement best sourcing practices, keeping the environment in mind. Our association with the programme has made a positive difference in the lives of the tea-growing communities that have been touched by the programme.

Rooted in Responsibility - Eight O' Clock Coffee, USA

This initiative furthers our commitment to the environment, our farmers and our customers. Through partnerships with different coffee organisations, we hope to support the coffee farming community. Our goal is to help improve the quality of life for all people involved in the coffee supply chain.

"From bean to cup" starts at the farm and farmer.

Rooted in Responsibility is a trademark of Eight O'Clock Coffee.



During our 4-year association with trustea, we were trained on diverse agricultural practices for tea cultivation and imparted knowledge on banned and prohibited agrochemicals. We maintain a 'Farm Diary' introduced by the trustea programme to record farm-related details, such as green leaf production, chemicals, fertilisers used, among others. With the continuous support and training given by the trustea IPs, we have successfully been implementing sustainability practices on our farm."



Gogon Gogoi
Small Tea Grower (STG) associated with Lekhapani Tea Company, a unit of DPG Group

Our sourcing practices in the tea industry were acclaimed by CII Food Future Foundation (FFF) with a National Award for Sustainable Sourcing 2020.

We won the award for 'Outstanding Performance' in the category of 'Sectoral Value Chain on Tea'.



Embed sustainability

We are working towards all-round sustainable performance and have instituted programmes and initiatives towards sustainable sourcing, natural resource management, climate leadership, circular economy and community development.

FOUR KEY PILLARS OF OUR SUSTAINABILITY STRATEGY



For Better sourcing



For Better planet



For Better communities



For Better nutrition

Embed sustainability

FOR BETTER PLANET



Sustainability leaders in CDP India 2020 Climate Change Report

We have been recognised for our actions towards protecting the environment and preventing climate change across the globe by CDP India 2020 Climate Change Report for the second consecutive year. Tata Consumer Products received an A-, putting us in CDP India's leadership band.

During the year, our performance was better than last year across domains of governance, business strategy and emissions management. Over the years we have undertaken several Green House Gas (GHG) emission reduction initiatives, including investments in renewable energy and energy efficiency.



We are amongst 27% of companies that reached Leadership level in the Food & Beverages Processing group globally on the CDP Index 2020

Project Jalodari

Our flagship water management programme is aimed at creating sustainable water sources, building and enhancing water capacities and strengthening sanitation in the communities where we operate. We partnered with Tata Trusts and Tata Water Mission on Water and Sanitation (WASH) projects in Himachal Pradesh and Assam to benefit over 25,000 community members.

100%

Of roof area at India Tea packeting units covered by rainwater harvesting structures



Commitment to circularity

It is important for us to create closed loops through sustainable packaging, extended producer responsibility, zero waste to landfill programmes and waste management. This helps us offer better customer experiences, enable process efficiencies and pave the way for a healthier environment.

We are working to optimise consumer packaging, make efficient use of resources and reduce environmental impact without compromising on product quality and safety. Our beverages production facilities globally are zero waste to landfill. Waste is disposed through authorised vendors who recycle or repurpose them.

- We are in the process of implementing recyclable packaging for Tata Salt and Tata Tea brands
- We are looking at maximising the reuse of secondary packaging for resource efficiency
- During the year, we achieved plastic neutrality through our Extended Producer Responsibility (EPR) plan for the collection and disposal of 100% plastic packaging waste on a brand neutral basis in India
- We are sending plastic waste for recycling or co-processing in cement and power plants as an eco-friendly substitute for fossil fuels
- We continue to raise awareness on waste management among employees through 'Swachhata Hi Seva' (Cleanliness is service) volunteering



Making good change happen, globally

We are part of the UK Plastics Pact, a collaborative initiative between UK businesses across the plastics value chain, the UK government, and NGOs to create a circular economy in plastics. We are working to replace non-recyclable laminate for Tetley tea bags in the UK to ensure easy recycling. As part of the FY 21-22 mission, we are working to transition 200 lines and 9 Billion Tetley tea bags into renewable packaging. This will mean 97% of all UK packaging will be renewable, recyclable or compostable by 2025.



71%

Recyclable packaging for Tata Salt - FY 20-21 exit

100%

EPR achieved in FY 20-21

All

Our beverages production facilities globally are zero waste to landfill since 2019

Embed sustainability

FOR BETTER COMMUNITIES



Improving Lives programme in Assam by UNICEF and ETP

The UNICEF – ETP Improving Lives programme aims to tackle the systemic issues affecting women and children in 200+ tea estates of Assam, which is over one-fourth of formal tea estates in the region. The project has expanded to education, health and nutrition, and water & sanitation challenges. Adolescent girls have the knowledge, skills and confidence to make informed decisions about their future. Through this programme 26,000 adolescent girls and 5,000 adolescent boys have been equipped with life skills through meetings and awareness drives. During the pandemic, the programme promoted safe sanitation practices through 'Swachha Bharat Mission' along with capacity building activities for frontline and sanitation workers of health care facilities. UNICEF collaborated with the District Administration in Dibrugarh, the Education Department and Radio Brahmaputra 90.4 FM on an innovative programme called 'Radio Parhasali' for continued education for children during the lockdown.

Early childhood development programme

Our global tea brand, Tetley in the UK pledged £650,000 to UNICEF UK to implement an early childhood development programme in and around targeted tea estates in the Thyolo and Mulanje districts of Malawi, a region identified by UNICEF to have the greatest need for early childhood support services. As part of the programme, two Early Childhood Development Centres will be built on select tea estates in the region.

The Centres are focused on offering nutritious food, early years education and opportunities for stimulating play. The Early Childhood Development Centres will be run and managed by caregivers from local areas recruited and trained by UNICEF. This partnership has the potential to benefit ~2,000 children and 6,000 people, including pregnant and lactating women, parents, caregivers and adolescent mothers.

£650,000

Pledged to UNICEF UK to implement an early childhood development programme by Tetley UK

6,000

Beneficiaries of Early Childhood Development Centres, including children, pregnant and lactating women, parents, caregivers and adolescent mothers

FOR BETTER NUTRITION





For Better Nutrition



Tetley Super Teas
As a leading player in the tea industry, we responded to the growing trend of tea being promoted as a healthy drink by launching Tetley Super Teas, with different vitamins and minerals, aiding health concerns like fatigue, digestion, among others.



Tetley Green Tea Immune – India
Tetley Green Tea is an excellent source of antioxidants, known to have various health benefits, and now with the added Vitamin C, it supports the immune system too.



Tata Gluco Plus
This is an on-the-go, glucose-based re-hydration solution that offers the benefit of glucose, electrolytes and iron to provide instant energy to consumers.



Tata Soufull Ragi Bites & No Maida Chococs
Tata Soufull's flagship product Ragi Bites is made using dal and a chocolate filling. It comes with the goodness of 7 super grains and delicious chocolate for an easy, tasty and nutrient-rich breakfast for children.



Tata Salt Plus
Tata Salt Plus is India's first iron-fortified, iodised salt that provides up to 50% of recommended daily allowance of iron. The product formulation was developed to address the iron deficiency concern in India.



Tata Sampann Khaman Dhokla
Tata Sampann's Dhokla Mix is made from unpolished chana dal besan, which is high in protein content and is a perfect choice for breakfast or evening snacks.



Tata Sampann Ragi Mixes
Tata Sampann's Ready-to-Cook Supergrain Ragi Idli Mix brings the goodness of millets, which is a powerhouse of nutrients and rich in sulphur, amino acid, fibre and protein.



Tata Salt Lite
Tata Salt Lite, a low-sodium salt, specially formulated to provide 15% lower sodium than regular salt, was launched to manage hypertension, without compromising on the taste of food.