



Explore new opportunities

Concerted efforts have been made towards channelising our deep market understanding and expertise into finding newer ways to generate value. We have made value-accretive acquisitions, expanded the portfolio and pursued new engines of growth to generate long-term, sustainable performance.

GENERATING SUSTAINABLE GROWTH BY



Exploring inorganic prospects



Creating organic opportunities

EXPLORING INORGANIC PROSPECTS



Bringing NourishCo into our fold

In May 2020 we acquired PepsiCo's stake in NourishCo Beverages Limited, which was a 50:50 JV between Tata Consumer and PepsiCo. This move is consistent with Tata Consumer's focus on widening its portfolio in the Food and Beverages space.

Over the last decade, NourishCo has focused on building brands in the healthy hydration space and has Himalayan mineral water, Tata Gluco Plus and Tata Water Plus in its portfolio. These brands have been crafting their models which are now ready for deployment on a wider scale. Over time, Tata Consumer intends to multiply the capabilities acquired and the brands it now has, to give wings to its ambition in the value-added liquid beverages space in India.



Multiple consumption occasions with Tata Soulfull

We completed the acquisition of Kottaram Agro Foods, owner of the brand Soulfull in February 2021. It is a brand dedicated to making ancient millets relevant to the 21st century consumer. The company has now been re-named to Tata Consumer Soulfull. Tata Soulfull operates in the health and wellness focused food segment with a portfolio of millet-based products for kids and adults. It is among the fastest growing in India's 'better for you' packaged foods market.

Uncovering the goodness of millets

Millets or ragi is believed to be a 4,000 years old crop that is an excellent addition to one's diet because of its nutritional value, which is more than most common cereals. The protein content in millets is a rich source of sulphur, amino acids and calcium. Its intake facilitates healthy growth of body, maintenance of blood sugar levels, among other physical benefits. Millet is a 'good for everyone' product, which means its nutritional value benefits consumers; its ability to survive with less water and grow using minimal fertilisers, benefits the planet; and yield potential helps farmers.

The growth strategy

At Tata Consumer, we are optimistic about this acquisition because it enables us to expand our product portfolio into the fast growing 'on-the-table' and 'on-the-go' categories. We also anticipate significant synergies with our existing businesses in areas spanning distribution, procurement, and logistics.

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CREATING ORGANIC OPPORTUNITIES

Our Tata Sampann brand has been built on the promise of wholesome nutrition and natural goodness. We further expanded our portfolio into the health and wellness space to cater to evolving consumer needs.



The Tata Sampann portfolio includes pulses, spices, besan (gram flour), poha (flattened rice) and ready-to-cook offerings. Over the last year, the brand has accelerated its pace of innovation and launched various impactful campaigns to reinforce the brand promise of 'wholesome nutrition'.

Promoting wellness with Tata Sampann

Thoughtful campaigns across this category helped us clearly communicate the health and wellness proposition that the brand stands for.

#Spiceupyourhealth

The campaign was centred on the brand proposition of spice with natural oils intact. This campaign focused on the benefits of healthy spices in one's diet. The sustained integrated media efforts resulted in the brand recording an upward trend through the year with 2x improvement in brand health.

#BeatTheLockdown

The lockdown challenged all of us in many ways. In collaboration with a panel of experts, Tata Sampann, came up with a programme to help consumers manage these challenges better. It included nutritionist tips, a yoga coach and support from a clinical psychologist.

#SampannPoshanthali

The campaign celebrated our humble and hearty home food and was received with love by social media users, including health advocates, bloggers, and influencers, with people all over the world posting pictures of their #SampannPoshanthali and tagging the social handle of Tata Sampann.

Expanding our Nutrimixes range

There were multiple new product developments within the Nutrimixes range during the year.

- Ragi Dosa Mix (Millet pancake mix) is made using Ragi along with urad dal, rice and chana dal to give consumers the right balance of taste and nutrition
- Ragi Idli Mix (Millet dumplings mix) is a powerhouse of nutrients with its sulphur rich amino acid, high fibre and protein content
- Easy-to-cook and nutritious Masala Daliya Khichdi Mix (Indian porridge) that comes with the goodness of daliya and dals, as a good source of protein, accompanied with a special seasoning sachet to offer a flavourful twist
- Khaman Dhokla Mix (Chickpea steamed cakes) made of unpolished chana dal (pulse) to help consumers make fluffy and spongy dhoklas and benefit from the goodness of protein in the dal
- Haldi Doodh Mix (Flavoured turmeric milk powder) was introduced in two variants with cardamom and pepper as well as ashwagandha and mulethi – all traditional herbs known to offer a wide variety of health benefits, including enhanced immunity
- High Fibre Thin Poha (flattened rice) made from quality paddy is a rich source of fibre and protein

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Tata Starbucks- Innovation in format, offerings, campaigns and people initiatives

Tata Starbucks added 39 new stores to its portfolio this financial year, which is among the highest ever since their launch in India. The brand announced the launch of the 200th store in Amritsar in October 2020 and ended the year with 221 stores across 18 cities. The brand entered seven new cities (Lucknow, Amritsar, Kochi, Ludhiana, Bhopal, Indore and Kanpur) and opened its first Drive Thru store in Zirakpur, Chandigarh.

The My Starbucks Rewards (MSR) customer base witnessed a growth of 18% over last year and now boasts of a loyalty base of 9 Lakh+ customers.

Tata Starbucks focused on innovation, digital initiatives and deepening customer connections to navigate this pandemic and make the Starbucks experience as personalised as ever. Among its recent innovations are a Mobile Order and Pay service, a coffee subscription model, new product offerings, exciting collaborations and impactful social media campaigns.



Tata Starbucks joins hands with Chef Sanjeev Kapoor

We announced the launch of the limited-edition menu curated by celebrity chef, Sanjeev Kapoor in partnership with Tata Sampann. The special edition menu featured a range of delicious food items handcrafted with quality ingredients, offering various global classics with a local Indian twist. The limited-edition menu included five delectable dishes namely Turmeric Brioche with Makhani Dip, Chole Paneer Kulcha, Bhuna Murgh Pie and Masala Chicken Croissant.



7 All Women Stores

In keeping with our efforts to ensure a more equitable and empowered way of life for women, Starbucks launched 7 All Women stores in India run by female partners, setting an example within the industry. This helps create more meaningful opportunities for women in leadership within the company and is an important part of the brand's efforts towards achieving 40% gender diversity by the end of 2022.



Drive Thru

At Tata Starbucks, we launched our first ever Drive Thru store at Zirakpur (Chandigarh-Ambala highway) in India. The launch showcased our commitment to evolving our brand and business model to provide new and meaningful experiences to our customers.



E-commerce

Starbucks partnered with Flipkart to provide its merchandise beyond cities it is present in. Customers across India were given an opportunity to order exclusive and authentic Starbucks merchandise.



Starbucks brand film

Starbucks launched a touching film titled 'A feeling called Starbucks' across its social media platforms, celebrating human connections and representative of emotional bonds. Grounded in the brand's mission to 'Inspire and nurture the human spirit', the film highlights feelings of joy, familiarity, a culture of warmth and belongingness to create an immersive Starbucks experience. The film garnered over 10 Million views.