

Strengthen and accelerate core business

We are strengthening our businesses across geographies. The merger with the Foods business of Tata Chemicals in February 2020 and the change in our ambition marked a strategic shift in our direction.

It is important that we strengthen and accelerate the core businesses we are present in, while simultaneously expanding our portfolio.

STAYING CONNECTED TO OUR ROOTS

We are deeply cognisant of the diversity of Indian culture. Tata Tea taps into India's tea drinking habits and our tea blends and hyper-local proposition bolster regional pride and love for the brand through creative campaigns, artistic packaging and celebration of regional art and festivals.



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Premiumising our portfolio in India

Our efforts to dial up our premium products range and ensure holistic wellness for our consumers translated into the introduction of many innovative product additions across categories.



Beverages

In keeping with our focus on health and wellness in our product portfolio, we introduced new beverage selections, such as Tata Tea Tulsi Green, Gold Natural Care as well as Tetley Immune- Green Tea that comes with added vitamin C.



Foods

We added Tata Rock Salt to the Tata Salt range as part of our value-added offerings. It's a product rich in natural minerals, such as calcium, magnesium and potassium and is sourced from mountains. Tata Salt Lite, which is a reduced-sodium iodized salt, formulated to provide less sodium than regular salt without compromising on taste and Tata Salt Plus, a rich-in-iron alternative were also included in the portfolio.



D2C offerings

We launched two premium offerings through a D2C model- Tata Tea 1868 and Sonnets from the estates of Tata Coffee. Tata Tea 1868 is a range of luxury teas (<https://www.tatatea1868.com>) and Sonnets by Tata Coffee is a premium Roast & Ground coffee offering (<https://tatacoffeesonnets.com>). Sonnets was launched to address today's coffee drinkers' growing shift towards more exclusive tastes and rich flavours. The Tata Tea 1868 selection is crafted with the goodness of Darjeeling and Assam based produce and every variant, such as the Mango Mint, Kolkata Street Chai, Achari Chai, has a unique story to tell.



TATA SALT – INDIA'S SYNONYM FOR IODINE

Tata Salt became a co-sponsor for one of India's most recognised shows, Kaun Banega Crorepati, where we promoted the importance of iodine sufficiency (Tata Salt) along with the benefits of other value-added variants — low-sodium salt and rock salt. Tata Salt was accorded India's Most Trusted Brand in a survey conducted by WPP & Kantar's 7th edition of BrandZ Top 75 Most Valuable Indian Brand Ranking. As part of our #SawaalDeshKiSehatKa campaign, we made a TV commercial celebrating the little geniuses who are eternally curious. It drove home the importance of iodine in children's diet. #NamakKeWastey was a unique Tata Salt campaign that encouraged Indians to join the fight against COVID-19. The Tata Salt team also achieved the landmark feat of 1 lakh tonnes of sales per month despite several logistical and labour challenges during the pandemic.

+180 bps*

Market share gain for Tata Salt in FY 20-21

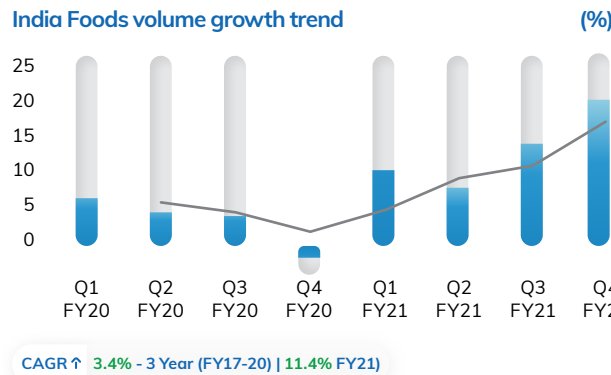
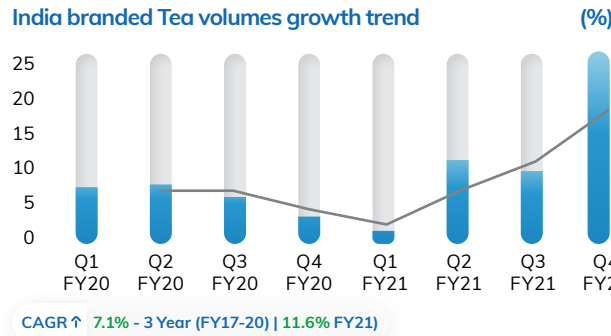
Source: Nielsen Value share, Moving Annual Total (MAT) basis Mar '21 vs Mar '20

STRENGTHENING OUR COFFEE SEGMENT

Coffee has been given enhanced focus this year, considering its rise as a stable growth engine in our portfolio. We are innovating in this segment to ensure we keep pace with evolving coffee preferences. A customer-centric campaign on Tata Coffee Grand promotes its singular flavour-locked decoction crystals that condense great taste, aroma and freshness. 'Shik shik' represents the sounds heard when the pack of coffee is shaken. The TVCs capture the sound of great coffee in a pack and celebrates coffee moments. This has been activated across Tamil Nadu, Karnataka and Andhra Pradesh markets.



INITIAL RESULTS OF OUR TRANSFORMATION ARE VISIBLE



DIVESTMENTS OF NON-CORE BUSINESSES

We divested stake in non-core, non-branded businesses in our international markets to enable stronger focus on our branded business. This also enables us to simplify and streamline our operations while enhancing business effectiveness and profitability. Tata Consumer Products in USA divested its stake in Empirical Group LLC and Southern Tea LLC to its JV partner Harris Tea Company LLC, USA. We also divested the Out-of-Home coffee business in Australia.



STRENGTHENING OUR NON-BLACK TEA PORTFOLIO IN INTERNATIONAL MARKETS

In the UK market, we introduced the Tetley Herbals range in keeping with the growing preference for Fruit & Herbal teas. The Good Earth brand unveiled sensorial tea blends and bubbly Kombucha, packed with natural goodness and bold flavours, as the first ready-to-drink (RTD) proposition for Tata Consumer in UK. In USA, we launched a range of premium Tetley Flavors of Britain black tea, resonant of the British tea drinking culture. They were well received by consumers and stocked across key retailers.

We used differentiated advertisements on social and digital platforms. The commercials were also promoted on premium OTT platforms, such as Hulu and Roku with a focus on food network channels and shows. In Canada, we introduced 2 new Super Teas in Tetley this year, Tetley Immune+, a delicious peppermint and ginger herbal blend fortified with Vitamin D and Zinc, and Tetley Sunshine, a lemon and orange herbal blend with Vitamin D. The entire line-up was chosen as 2021 Product of the Year, the world's largest consumer-voted award for product innovation that was established over 30 years ago.

