



TATA GLOBAL BEVERAGES

52nd Annual General Meeting Financial Year 2014-15

Presentation by
Ajoy Misra, Managing Director





Key Themes for 2014-15

Continuous investment behind brands



Sales and Operating Profit Improvement



Scale up of new businesses and increasing better geographical footprint





Key Themes for 2014-15

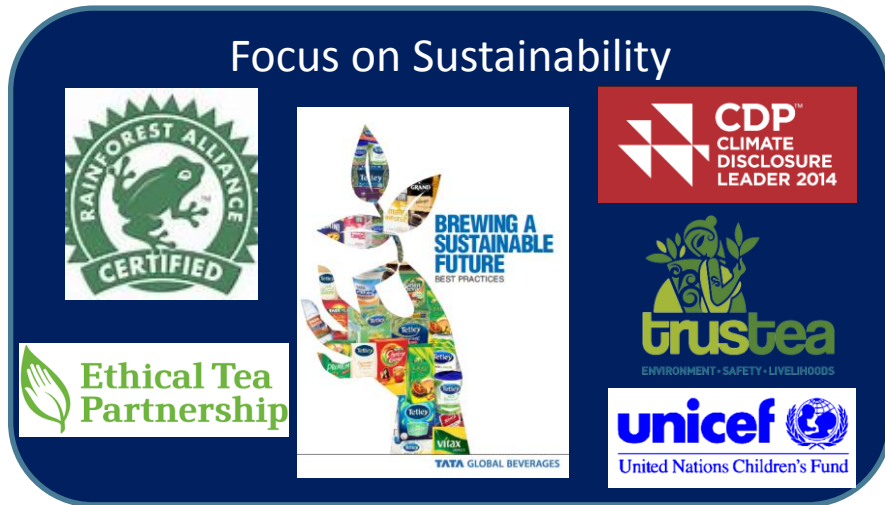
Premiumizing the Portfolio



Product Innovations and Quality



Focus on Sustainability

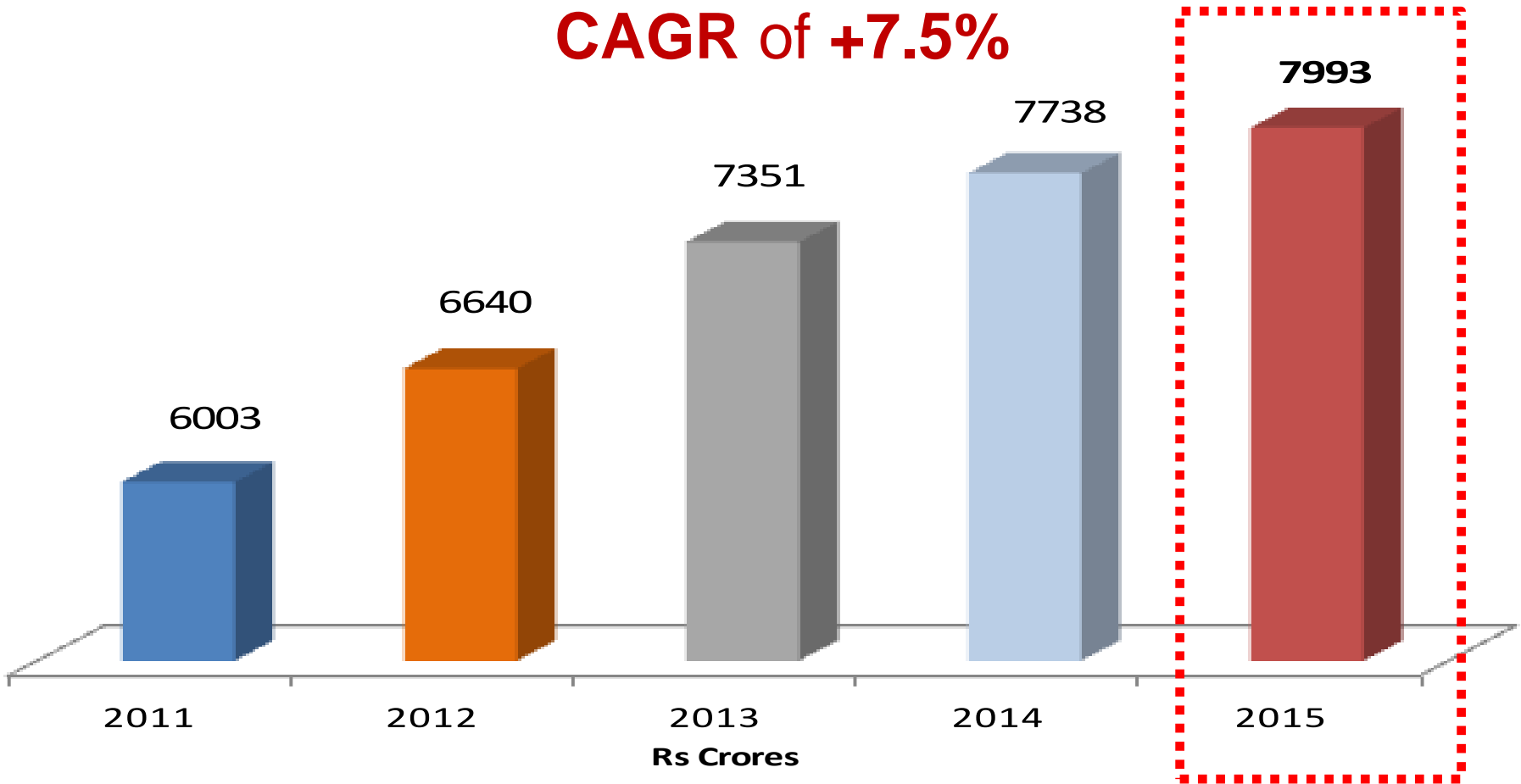




Performance Highlights for 2014-15

Steady Revenue growth: +3% against PY (+5% at PY rates)

CAGR of +7.5%

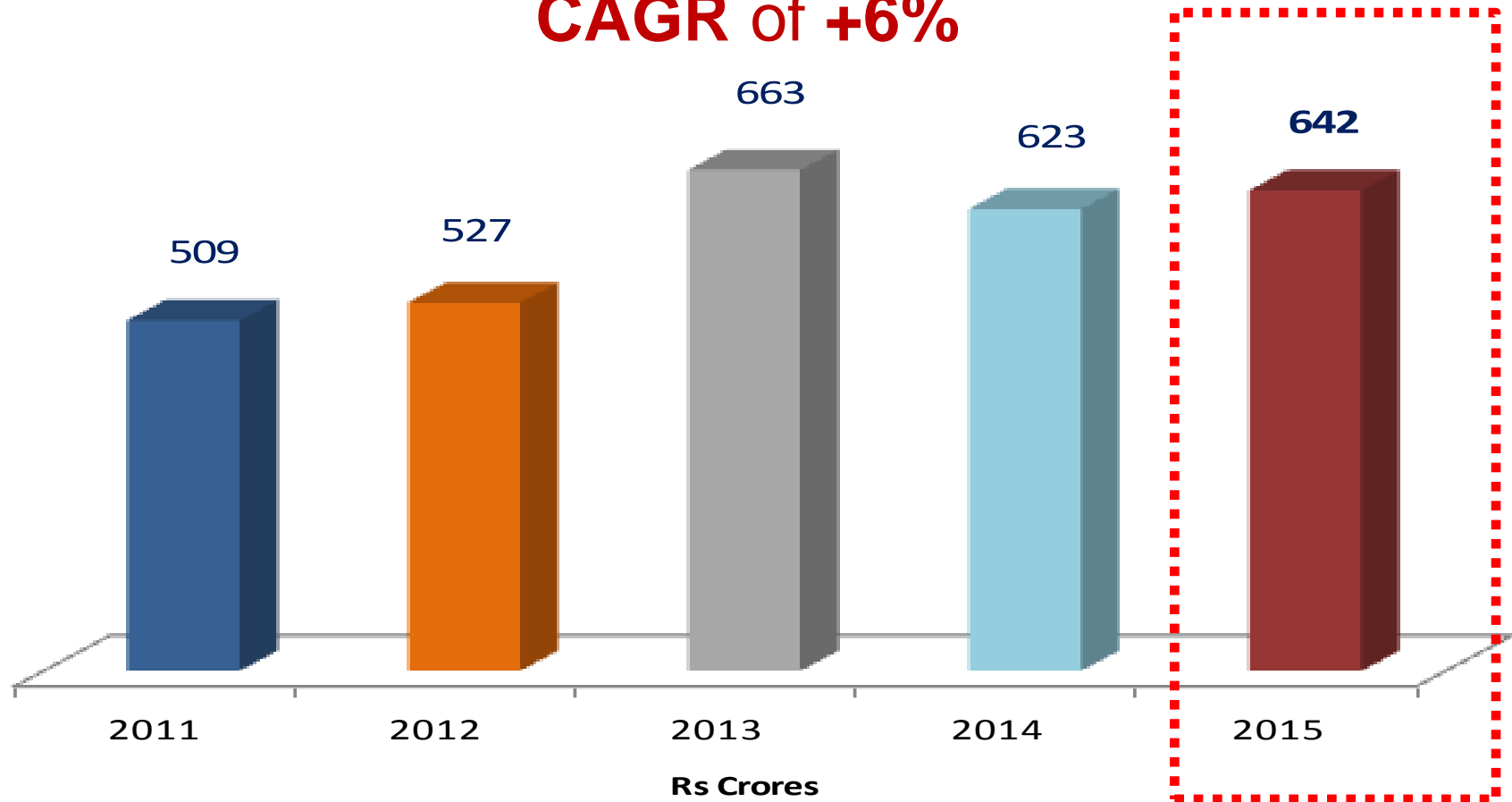




Performance Highlights for the year – Operating Profits

Group Operating Profits : +3% against PY

CAGR of +6%

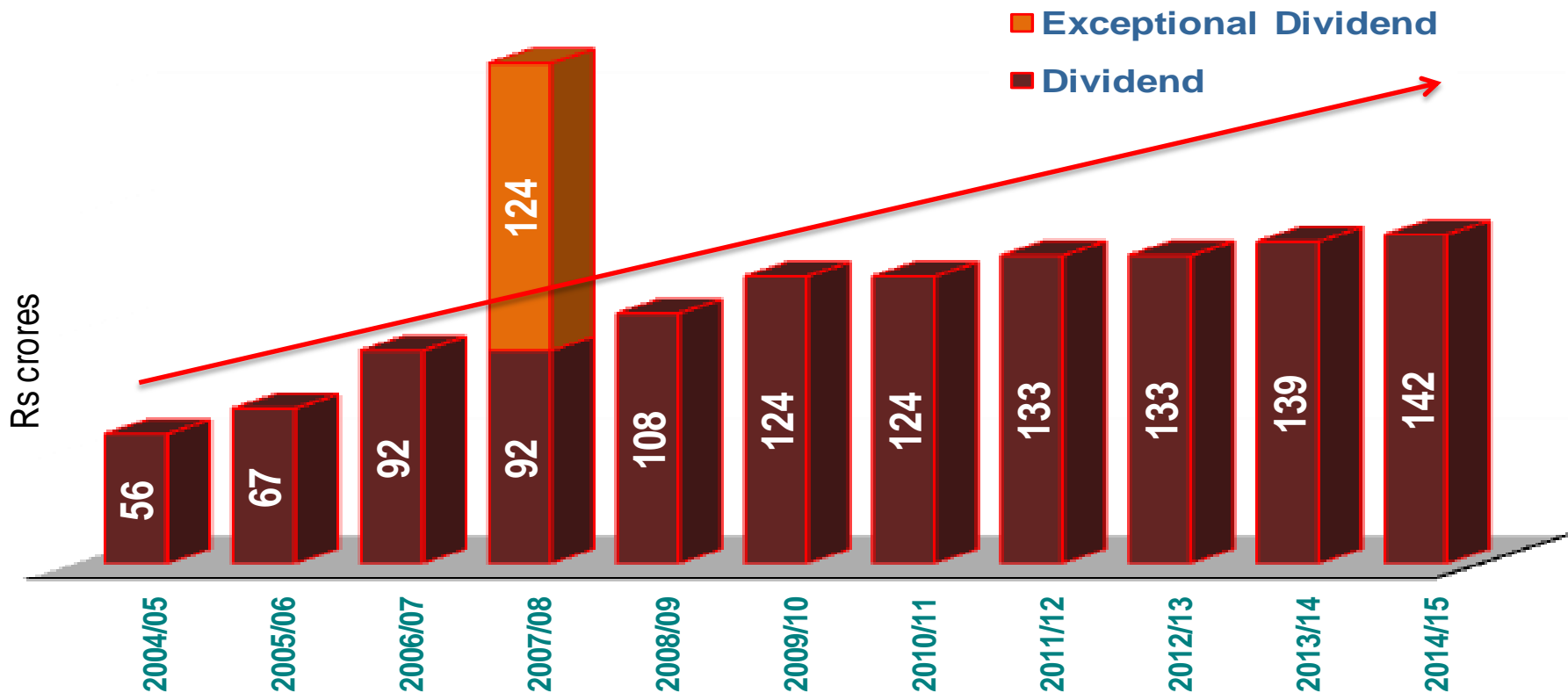




Increase in Dividend Payout and Market Capitalisation

Market Capitalisation increases to Rs 9220 crores in 2014-15 from Rs 2948 crores in 2004-05....an increase of 3 times.

Over a period of 5 years TGBL share price has increased by 54% vs a 58% increase in Sensex





Operating Performance highlights – South Asia

- Top-line improvement continues with both volume and value growth
- Achieved 100m kgs of sale – a significant milestone
- Maintained Volume and value leadership
- Significant growth in Green tea
- Gemini records highest sale in the history of the brand
- Gaon Chalo initiative to improve rural distribution
- 49+ awards won for the PO49 campaign





Gaon Chalo



Operating Performance highlights – CAA – Canada, America and Australia

Canada

- Canada Sales improves over prior year
- Tetley masterbrand “variety” campaign with a 5 second Cirque promotional tag
- Tata tea brand reflect good performance



America

- Improved momentum in business after a soft H1
- Win-in-store initiative proving effective for EOC
- Coffee Pod volumes continue to grow



Australia

- Topline growth in tea and robust profitability
- MAP acquisition opens up new channels





USA – Win in Store Campaign



Operating Performance highlights – EMEA

UK

- Tea market continues its declining trend
- Various campaigns and good store visibility favourably impacted topline
- Green tea is the star segment – launched super green tea

Teapigs growth story continues – growth reflected across most channels

Good performance in **Middle East**

Green tea reflects good growth in **France**

Despite adverse market conditions losses reduce in **Russia**





UK – Medieval Castle



Operating Performance highlights – Other Branded Business

Good improvement in the **water business**.

- Himalayan
- A new TV Advertisement for Himalayan went live on Media.
- Product continues to expand footprint in retail stores in Singapore, supported by Marketing Campaign
- Tata Water Plus / Tata Gluco plus – Improved sales
 - Tata Gluco Plus - New advertisement, pack variants launched during the last quarter.

Tata Starbucks

- 72 stores till year end and 76 stores till date
- Store profitability robust





Himalayan- Live Natural



Operating Performance highlights – Non Branded Business

- **Tata Coffee** - profitability impacted
 - Lower plantation crop available for sale due to adverse weather and cyclical conditions.
 - Improved instant coffee sales
- India and US **instant tea** operation stable
- China instant tea operation – Sales effort now key.





Other Highlights

- Merger with Mount Everest Mineral Water Limited with Tata Global Beverages Limited Completed.
- Various awards and Recognition received
- Non Cash impairments taken for a few businesses



49 accolades for the Power of 49!



Brewing the Perfect Cup

14

Countries from where tea is sourced

5

Countries from which green tea is sourced

13

Countries where TGB's green tea is sold

8

Number of times a blend is tasted before it makes it to the market



39, 850

Cups of tea tasted in a week

49

Blenders across 5 countries



~50

Unique blends are created each year





Brewing the Perfect Cup

400

Varieties of tea sourced each year



2,733

metric tonnes of tea sourced every week



944

Years of cumulative experience

294

Herbal, Flavoured and Specialty blends





The story of our blends



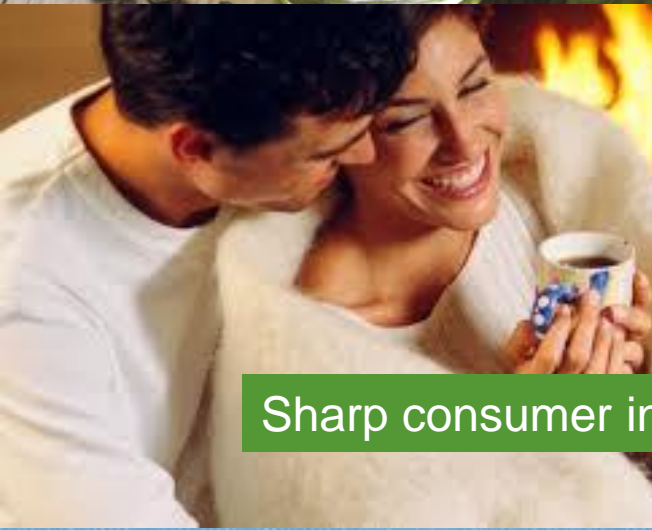
Blending sustainability with profitability



Leveraging key trends



Diverse Blending expertise



Sharp consumer insights



Creating unique & special blends



THANK YOU