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Company Overview
We are Tata Consumer Products

Integrated F&B company with rich heritage of Tata, aspiring for a larger share of the FMCG World

Largest Salt brand in India

3rd largest Tea brand in UK & largest tea brand in Canada

Largest Tea brand in India by volume

Leading National brand in Pulses in India

#1 natural mineral Water brand in India

Among the top 10 F&B# companies in India

2,250+ employees worldwide

₹ 9.6K crore consolidated revenue in FY20 and current market cap of ~₹35k Cr.

Combined reach of over 200 million households, wide distribution network of ~2.5 mn. outlets

# Revenues from F&B in FY20
Profile of Tata Consumer Products

Tata Chemicals Limited (TCL)
- Other business: 84%
- Consumer products business: 16%

Tata Global Beverages Limited (TGBL)
- India beverages: 43%
- International beverages: 45%
- Others: 12%

Tata Consumer Products Limited Limited (TCPL)
- India: 56%
- UK: 11%
- USA: 16%
- Others: 17%

Note: Merger completed w.e.f 7th February 2020. TCL shareholders entitled to receive 114 shares of TGBL for every 100 shares of TCL.
Brand Promise – For Better

As Tata Consumer Products, we stand ‘For Better’ – a reflection of our commitment to improvement by pushing boundaries and aiming for better every day for all our stakeholders.
## Key Highlights of the Year

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merger of Consumer Products Business of Tata Chemicals with TGBL</td>
<td>Name of the Company changed to ‘TATA Consumer Products Limited’</td>
</tr>
<tr>
<td>completed in Feb’20</td>
<td>Consolidated Revenue + 33%; Like to like + 4%</td>
</tr>
<tr>
<td>Consolidated EBITDA + 56%;</td>
<td>Cash EPS for the Year +37% Rs.11.02 vs. Rs. 8.07 LY</td>
</tr>
<tr>
<td>Like to like + 12%</td>
<td>Acquired branded business of Dhunseri Tea Limited; &amp; Pepsico’s 50% stake in our JV, NourishCo Beverages Ltd</td>
</tr>
</tbody>
</table>

*comparable growth over previous year i.e. excluding impact of India Foods and INDAS 116
### Geographic revenues at a Glance

<table>
<thead>
<tr>
<th>In ₹ Cr (unless specified)</th>
<th>India Beverages</th>
<th>India Foods</th>
<th>US Coffee</th>
<th>Other International (UK, Canada and Others)</th>
<th>Tata Coffee (inc Vietnam)</th>
<th>Consolidated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (FY20)</td>
<td>3,377</td>
<td>2,064</td>
<td>1,121</td>
<td>2,105</td>
<td>836</td>
<td>9,637</td>
</tr>
<tr>
<td>Revenue Growth</td>
<td>7%</td>
<td>12%</td>
<td>2%</td>
<td>0%^</td>
<td>19%</td>
<td>33%/4%#</td>
</tr>
<tr>
<td>Volume Growth</td>
<td>7%*</td>
<td>3%*</td>
<td>5%*</td>
<td>1%*</td>
<td>14%</td>
<td>6%#</td>
</tr>
</tbody>
</table>

**Key Brands**

<table>
<thead>
<tr>
<th>Brand Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Tata Tea]</td>
</tr>
<tr>
<td>[Tata Coffee]</td>
</tr>
<tr>
<td>[Tata Sampann]</td>
</tr>
<tr>
<td>[Eight O’Clock]</td>
</tr>
<tr>
<td>[Tetley]</td>
</tr>
<tr>
<td>[Teapigs]</td>
</tr>
<tr>
<td>[Good Earth]</td>
</tr>
</tbody>
</table>

**Note:**

a) Tata Coffee incl. Vietnam and excl. US Coffee (EOC)
b) Does not include inter-segmental eliminations
* Branded business growth
# comparable revenue growth excluding India Foods
^ growth excluding Czech (exited during the year)
Annual Financial Performance

Standalone (in ₹ Cr)

- **FY19**: 3,430
- **Growth ex. India Foods**: 196
- **India Foods**: 2,064
- **FY20**: 5,690

**Revenue from operations**

**EBITDA**

- **FY19**: 464
- **Growth ex. Foods**: 28
- **India Foods**: 315
- **FY20**: 806

**Consolidated (in ₹ Cr)**

- **FY19**: 7,252
- **Growth ex. Foods**: 322
- **India Foods**: 2,064
- **FY20**: 9,637

**Revenue from operations**

**EBITDA**

- **FY19**: 838
- **Growth ex. Foods**: 157
- **India Foods**: 315
- **FY20**: 1,310

*represents comparable growth over previous year i.e. excluding impact of India Foods, INDAS 116 and one time gains in FY19*
Dividend

- Steady increase over the years
- Proposed for 2019-20 - Rs 2.70 per share

Market Capitalization

- As of 30th June’20 our share price closed at Rs. 387.45 and Market Capitalization stood at ~35,700 Cr.
- A CAGR of 12.3% and 24% in share price over 10 years and 5 years respectively

#Calculated at the end of 30th June of each year
Portfolio: India Beverages and Nourishco

Tea

Legacy of more than 30 years
India’s largest packaged tea brand
#1 in the category by Volume
#2 in the category by Value
4 National & 3 Regional brands catering to diverse preferences

Coffee

Tata Coffee Grand leverages Tata heritage in coffee & has created an innovative offering for Indian market.
Portfolio has expanded to Roast & Ground (Filter coffee) with presence across South India

Ready to drink

Tata Gluco Plus is an affordable on-the-go Re-hydration solution
Himalyan is the #1 Natural Mineral water brand in India
Tata Water Plus is India’s first nutrient water.
India: Beverages

**Tata Tea Gold mixture re-launched with new blend & packaging in rest of Maharashtra**

**Tata Tea Premium re-stage campaign in Haryana**

**Tulsi green tea launched during the year**

**Performance Commentary**

- Tea sales + 7% in FY20
- Spice mix continues to see strong growth
- Tata Tea Premium gained market share with restage
- Onset of COVID-19 impacted primary sales in March; however revenues are getting back to normal
Portfolio: India Foods

Salt
Tata Salt is an undisputed market leader.
India’s First packaged iodized salt.
Consistently ranked as #1 Most Trusted Foods Brand.

Pulses
Only national brand in pulses
Offering wholesome and nutritious food
Our dals are unpolished, thus retaining their natural goodness and nutritional value.

Spices
Range of pure & blended spices crafted by Master Chef Sanjeev Kapoor.
Our spices are wholesome and have their essential oils intact.

Ready-to-cook mixes
Range of ready-to-cook nutritious mixes made from natural ingredients.
Free of preservatives and added colours.
India: Foods

Tata Salt installed a unique digital billboard at M.G. Road, Mumbai on Gandhi Jayanti. The billboard reinforced Bapu’s learning of ‘Cleanliness’ thereby adding to brand love.

Tata Sampann created a campaign ‘Har Din Haldi’ to address Immunity.

Tata NutriKorner – content to commerce platform is the largest branded food platform in the country.

Performance Commentary

+12% Annual Revenue Growth

+3% Annual Volume Growth

- Volume growth across all segments
- Revenue growth of 12% in FY20
- Significant traction in MT/online for TATASampann
- Pulses segment showing strong momentum
- Increase in demand for salt & pulses across markets during lock down
Tata Coffee MD, Chacko Thomas, received “Responsible CEO Award” at Tata VOLCON 2020.

Premium single-origin coffee (100% Arabica) under brand ‘The Sonnets’ launched in 3 variants - Yellow Honey, Red Honey and Gold Honey.

Performance Commentary:

+19% Annual Revenue Growth

- Topline + 19% YTD, led by Vietnam sales, which commenced during the year.

+14%# Annual Volume Growth

- India
  Second best Instant Coffee volume at 8,475 MT

- Vietnam
  Highest quarterly sales of ~1050 MT

- Profitability improved with higher capacity utilization & sales (excluding one time gains LY)

# Tata Coffee: Including Vietnam. Does not include EOC performance
NourishCo Beverages

Performance commentary

181 Cr
Annual Revenue

30%
EPR* Coverage

Himalayan
Good momentum prior to lockdown

Tata Water Plus (TWP) Pet
Revenue + 10% with volume growth of 12%

Tata Gluco Plus (TGP)
Good gains till Feb’20, impacted by lockdown

Acquisition Update

Acquired entire stake of PepsiCo in NourishCo and Rights over the “Gluco Plus/Gluco+” brand

Acquisition in line with ambition to widen portfolio in the Food & Beverages categories.

Tata Gluco Plus recently launched a series of 3 Ads, musical satires, with Malgudi theme music

*Extended Producer Responsibility (In 2019)
JV: Tata Starbucks

Rajiv Gandhi International Airport, Hyderabad

Delhi-Haridwar Highway

‘Count On Me Girl’ campaign was all about appreciating the bond women share with one another

39 new stores opened in FY20

New cities added during the Year – Ahmedabad, Surat and Vadodra

Double digit growth in total transactions y-o-y

30% revenues through loyalty program

Achieved 100% pay equity, ~30% gender diversity

Talent mix saw increase in part timers, now ~1/3rd of total work force

+21% Annual Revenue Growth

185 Total Stores in India

11 Cities

Performance commentary

Annual Revenue Growth

Total Stores in India

Cities
Portfolio: International Beverages

**Tea**

Tetley is the **#2 branded tea company in the world**, with a heritage of more than 180 years

**#1 in Canada, #3 in the UK**

Presence in over 40 countries

**Coffee**

Led by 160 years of innovation, Eight O’ Clock is America’s original gourmet and whole bean coffee.

It is the **#4 Roast & Ground coffee** brand in the USA
USA

A limited-edition anniversary pack with a vintage caddy to celebrate 160 years of EOC

Digital promotions of Tetley Iced Tea

Galentine’s Day promotion of EOC

Performance commentary

- Growth across EOC branded bags, K-cups & private label
- Significant growth in online sales
- Increased profitability with better cost & higher efficiency
- Food service business faces headwinds in COVID-19
- EOC & Tetley see strong growth in March driven by COVID-19 as consumers stock up pantries

Source: *Nielsen - Moving Annual Total (MAT) basis FY19
Tetley Tea ‘Now We’re Talking’ continues in Q4

Launch of Good Earth Teas in Sainsbury

Tea being delivered for inclusion in the UK Government’s Care Packs

National distribution achieved for Aldi in the UK

## Performance Commentary

**1%**

Annual Growth

**21.3%**

Value Market share (in everyday black)*

- Value outperformance in March as shoppers stock up on staples
- Tea Pigs perform well on the back of the online boom
- Increased social media activity to engage with multiple stakeholders
- Strong uplift in e-commerce as more people preferring home deliveries

# DFRA – Department for Environment Food & Rural Affairs
Source: *Nielsen - Moving Annual Total (MAT) basis FY19
Canada

INTRODUCING New TETLEY COLD INFUSIONS! Cold
UNBORING YOUR WATER NATURALLY

Tetley Limited edition Pink Packs to support the Canadian Cancer Society

Tetley Cold Infusions range of teas are sugar-free, caffeine free and made with natural flavours

6% Annual Revenue Growth

28.9% Market share (Value)

Performance Commentary

- TCP remains value & volume share leader
- Super Teas achieved 3.9% value share of specialty tea (incl. Tazo, Davids Tea & Tim Hortons)
- Cold infusions launch activation paused during lockdown
- COVID stocking momentum starts to taper as pantry stocks drawn down

Source: *Nielsen - Moving Annual Total (MAT) basis

Social media campaigns promoting 'Immune' herbal tea range

Tetley Super Support

TCP remains value & volume share leader

Super Teas achieved 3.9% value share of specialty tea (incl. Tazo, Davids Tea & Tim Hortons)

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COVID stocking momentum starts to taper as pantry stocks drawn down

Source: *Nielsen - Moving Annual Total (MAT) basis
05
Campaigns & Recognition
Brand Campaigns: India

**Tata Tea** is the official brand partner of IIFA 2019 and Girliyapa TV series as part of #DilKiSuno campaign, which attempts to bring alive inspiring stories of consumers who have listened to their hearts and made their own path.

**Tata Salt** #SawalKijiyeApneNamakSe launched to educate consumers about the quality of their salt; the campaign won the EFFIES’20 Award.

**Tata Sampann** launched #LautAayiDiwali digitally, involving nostalgia and celebrating the true taste and essence of the festival.

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**Tata Tea Gold and Tata Tea Chakra** celebrate regional pride through hyperlocal campaigns.

**Starbucks**
- #DiwaliGamesAtStarbucks to get together with friends and family
- Barista Pride to celebrate personal triumph of our partners
- #CountOnMeGirl to appreciate the bond that women share with one another on Women’s Day

**Tata Salt** installed ‘Salt Therapy’ mobile vans in Delhi. This unique initiative leveraged the therapeutic benefits of salt to address health issues caused by air pollution.
Brand Campaigns: International

**Tetley UK** ‘Now We’re Talking’ campaign gets rated #3 on ITV-backed effective ad list 2019

**Tetley UK** promoted the launch of a new flavour and a new format of the Cold Infusions range

**Tetley Australia** launched Cold Infusions through a campaign for staying hydrated and featured popular comedian and actor Celia Pacquola

**Tetley Canada** promoted the launch of Tetley Supers Tea through an integrated campaign #NotYourAverageCupofTea

**Tetley Canada** promoted Supers with “Wellness Contest”

**Eight O’ Clock Coffee USA** launched sweepstakes to celebrate its 160th anniversary
Awards & Accolades

1. **Risk Management**
   “Best Risk Management Framework & Systems - FMCG” at India Risk Management Awards 2020

2. **Workplace**
   Top #100 Best Companies for Women in India 2019 by Avtar and Working Mother

3. **Sustainability**
   One of the six companies in India to be recognized as “Climate Change Rising Stars” on the CDP India 2019 A List

4. **Product**
   Great Taste Awards - Tetley is the highest awarded UK tea brand at the ‘Oscars’ of the fine Food and Beverages world

5. **CSR**
   Puneet Das, VP- Marketing-Tata Consumer Products, has been honored with The CMO Social Responsibility Award by exchange4media

6. **Marketing**
   Tata Salt wins its first-ever EFFIE Award, a Bronze for its ‘Sawaal Kijiye Apne Namak Se’ campaign
Responsible Business
Sustainability: Value Chain, Communities & Climate

Tata Consumer Products aims to support development programmes for 1 million community members.

**Trustea**
- Spreads sustainable agricultural practices to 500,000 workers

**UNICEF**
- For every child
- UNICEF’s Improving Lives program to reach 250,000 beneficiaries

**Tata Chemicals Society for Rural Development**
- Empowering 50,000 lives

**UK Plastics Pact**
- 100% recyclable, reusable, compostable by 2025

**Affordable Healthcare**
- For 100,000 persons in Munnar and Assam

**Project Jalodari**
- Provides water & sanitation for 25,000 community members in Himachal and Assam

**UNICEF’s Improving Lives**
- Program to reach 250,000 beneficiaries

**Extended Producer Responsibility India**
- For 10,000 tons plastic waste, UK Plastics Pact – 100% recyclable, reusable, compostable by 2025

**Climate leadership**
- We are one of the 6 companies in India on CDP A-list

**Renewable energy**
- 12% of the energy in production from solar power

**Decoupling emissions from growth**
- Carbon footprint decreased 30% in 2010-19

**Carbon neutral**
- Himalayan for USA is certified Carbon Neutral®
Priorities for FY 21
FY21 : Focus & Priorities

Build on Core Business

Drive Digital & Innovation

Unlock Synergies

Create Future Ready Org.

Explore New Opportunities

Care for our Society
Thank You