

57th Annual General Meeting



Financial Year 2019-20

TATA CONSUMER PRODUCTS

6th July 2020

Presentation by Sunil D'Souza
Managing Director & CEO

FOR BETTER

Disclaimer

Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events.

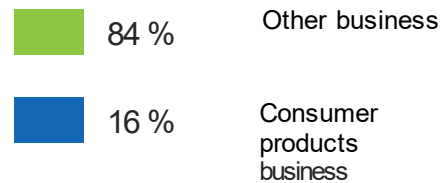
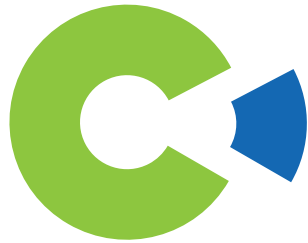


01

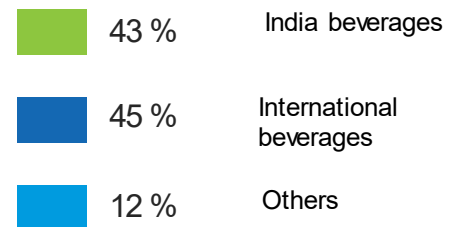
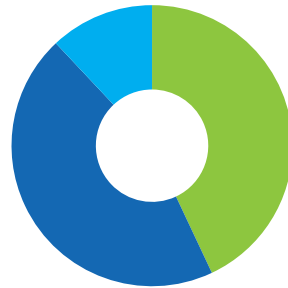
Company Overview

Profile of Tata Consumer Products

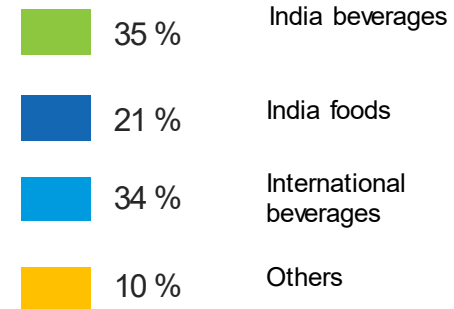
Tata Chemicals Limited (TCL)



Tata Global Beverages Limited (TGBL)



Tata Consumer Products Limited (TCPL)



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



Consumers

A commitment to deliver better products that will help everyone fulfill aspirations & lead happier, healthier lives



Employees

A rallying cry to aim for better, catalyzing growth and excitement



Partners

Practices that are ethical and treat partners fairly



Investors

Commitment to do better everyday for People, Planet and Profits

02

Performance Highlights

Key Highlights of the Year

Merger of Consumer Products Business of Tata Chemicals with TGBL, completed in Feb'20

Name of the Company changed to '**TATA Consumer Products Limited**'

Consolidated Revenue + 33%;
Like to like + 4%

Consolidated EBITDA + 56%;
Like to like + 12%#

Cash EPS for the Year +37%
Rs.11.02 vs. Rs. 8.07 LY

Acquired branded business of Dhunseri Tea Limited;
& Pepsico's 50% stake in our JV, NourishCo Beverages Ltd

#comparable growth over previous year i.e. excluding impact of India Foods and INDAS 116

Geographic revenues at a Glance



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

Key Brands

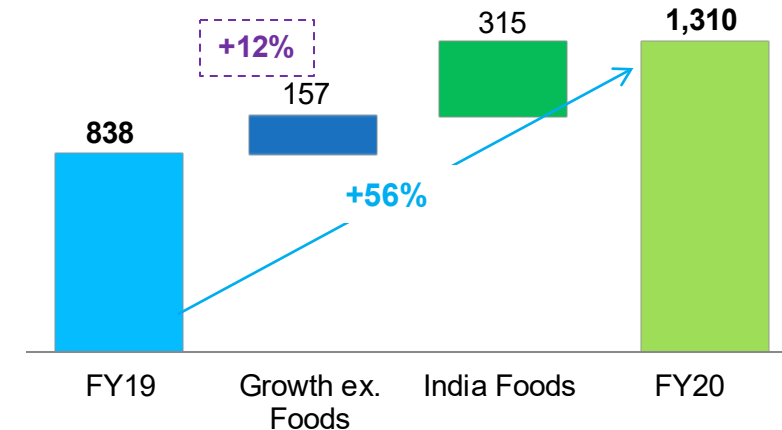
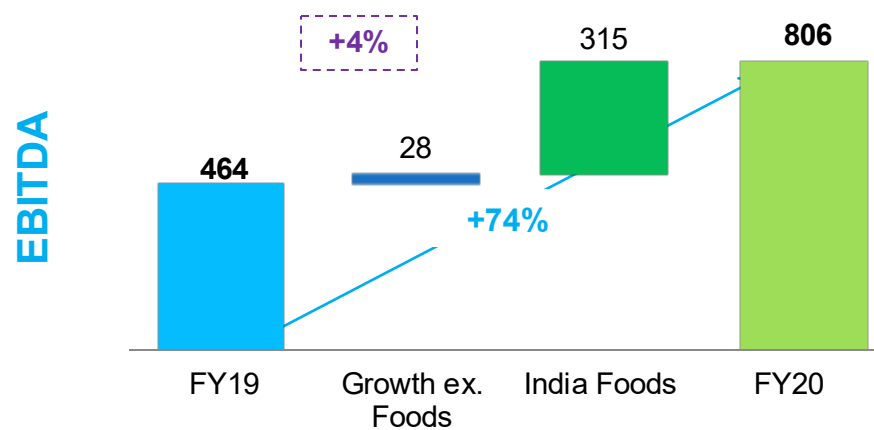
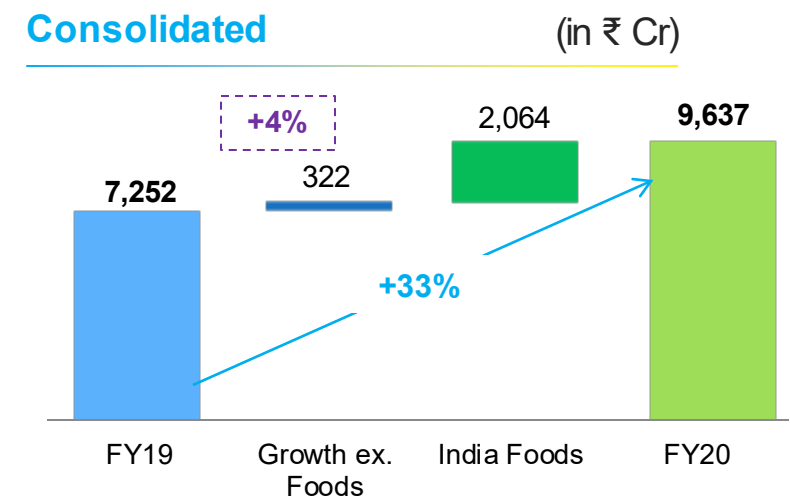
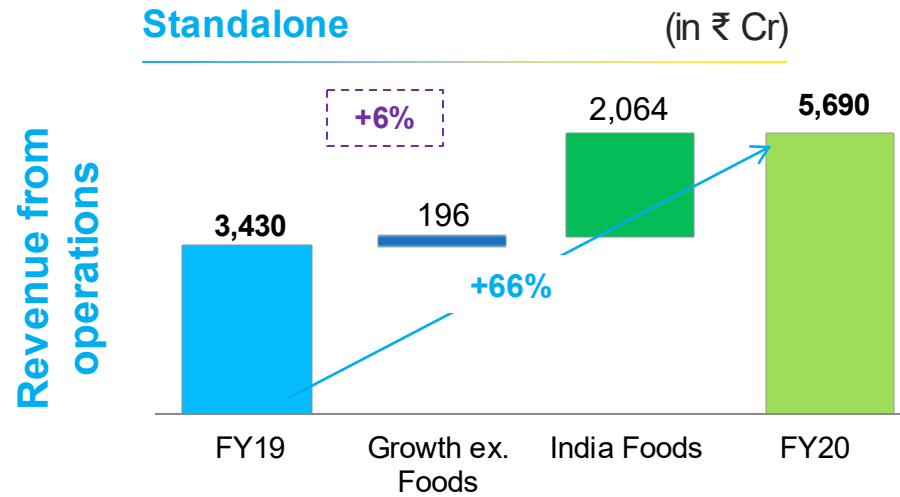


Note:

- 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)

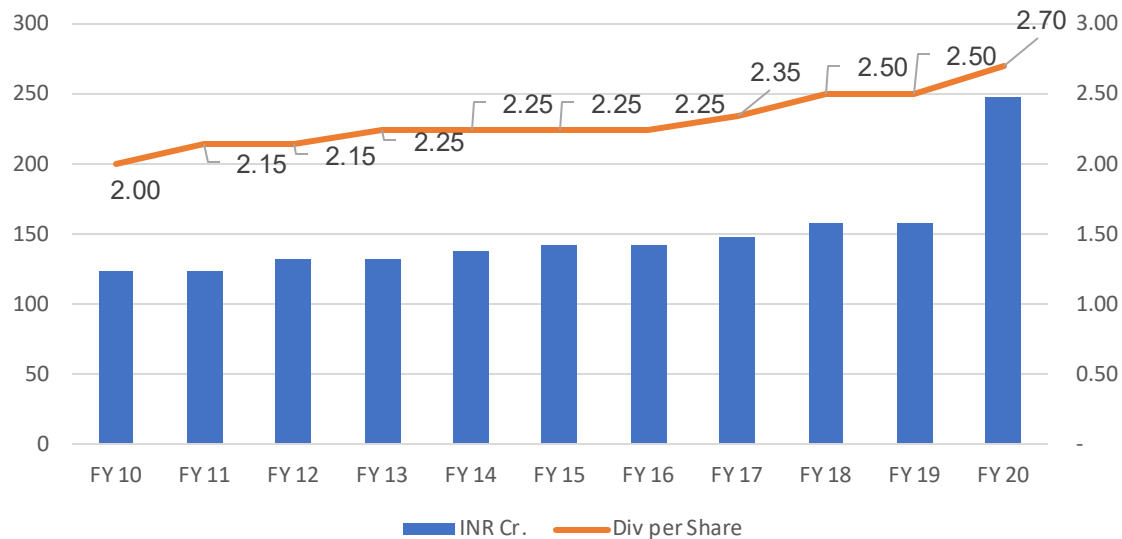
Annual Financial Performance



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

Dividend and Market Capitalisation

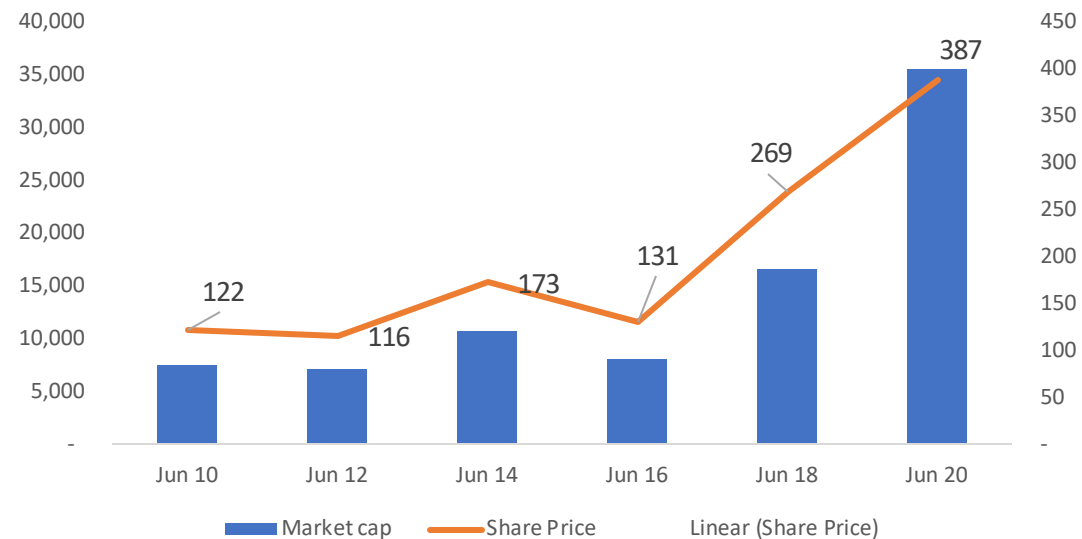
Consistent growth in dividend pay out



Dividend

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

Healthy growth in Market Capitalisation



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

03

Business Performance-India

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



Tulsii green tea launched during the year



Tata Tea Premium re-stage campaign in Haryana

+7%

Annual Revenue Growth

+7%

Annual Volume Growth

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.



+12%

Annual Revenue Growth

+3%

Annual Volume Growth

Performance Commentary

- Volume growth across all segments
- Revenue growth of 12% in FY20
- Significant traction in MT/online for TATA Sampann
- Pulses segment showing strong momentum
- Increase in demand for salt & pulses across markets during lock down



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

Subsidiary: Tata Coffee (inc Vietnam)



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



Tata Coffee MD, Chacko Thomas, received "Responsible CEO Award" at Tata VOLCON 2020

+19%

Annual Revenue Growth

+14%#

Annual Volume Growth

Performance Commentary

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



181 Cr

Annual Revenue

30%

EPR* Coverage

25%

Himalayan production solar powered

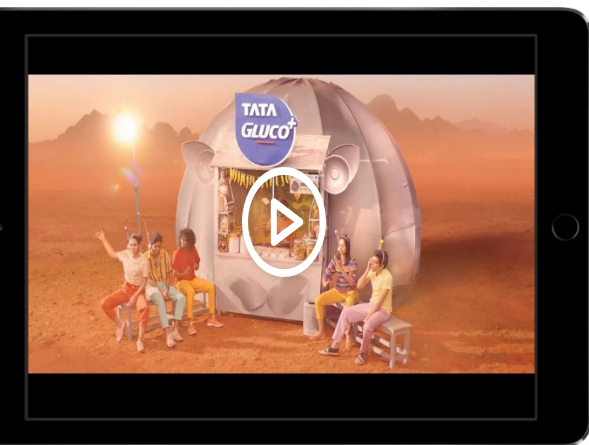
*Extended Producer Responsibility (In 2019)

Performance commentary

- **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

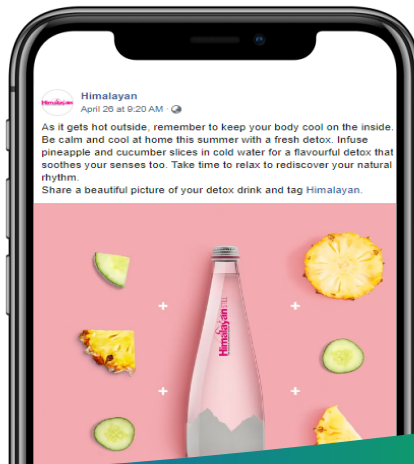
- Acquired entire stake of PepsiCo in NourishCo and Rights over the “Gluco Plus/Gluco+” brand
- Acquisition in line with ambition to widen portfolio in the Food & Beverages categories.



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

TATA CONSUMER PRODUCTS

Himalayan social media campaign #RecipeforDetox



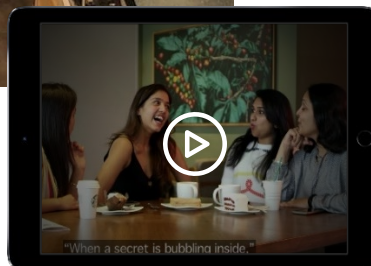
JV: Tata Starbucks



Rajiv Gandhi International Airport, Hyderabad



Delhi-Haridwar Highway



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

+21%

Annual Revenue Growth

185

Total Stores in India

11

Cities

Performance commentary

- 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

04

Business Performance - International

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



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

5%
Annual Volume
Growth in Coffee

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

7.4%
*EOC Bag Volume Share



Digital promotions of Tetley Iced Tea



Galentine's Day promotion of EOC

Source: *Nielsen - Moving Annual Total (MAT) basis FY 19



Tetley Tea 'Now We're Talking' continues in Q4



National distribution achieved for Aldi in the UK



Launch of Good Earth Teas in Sainsbury



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

1%
Annual Growth

21.3%
Value Market share
(in everyday black)*

Performance Commentary

- 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 FY 19

Canada



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

VOTE FOR YOUR FAVOURITE PINK PACK!



Tetley Limited edition Pink Packs to support the Canadian Cancer Society

6% Annual Revenue Growth

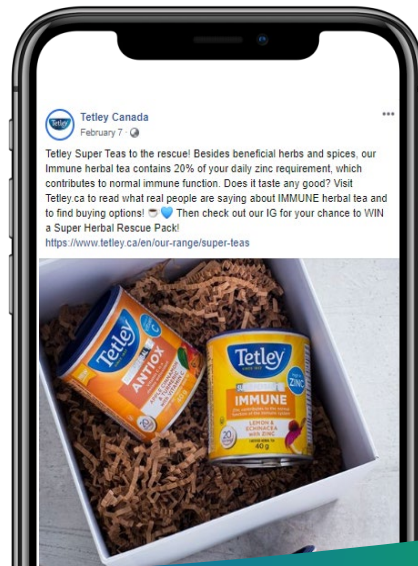
28.9% Market share (Value)

Performance Commentary

- TCP remains value & volume share leader
- Super Teas achieved 3.9% value share of specialty tea (incl. Tazo, Davids Tea & Tim Horton)
- 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

Tetley Super Support



Social media campaigns promoting our 'Immune' herbal tea range

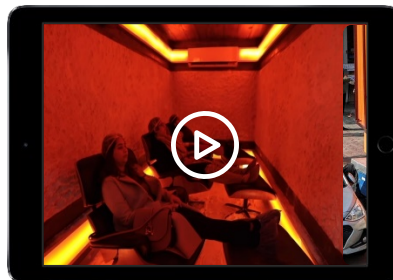
05

Campaigns & Recognition

Brand Campaigns: India



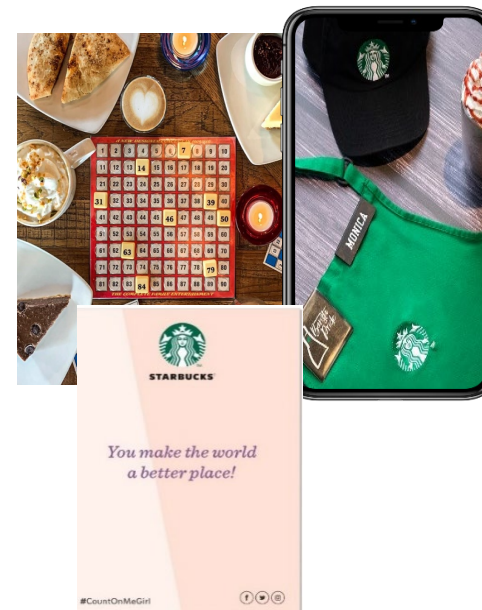
Tata Tea Gold and Tata Tea Chakra celebrate regional pride through hyperlocal campaigns



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

Starbucks

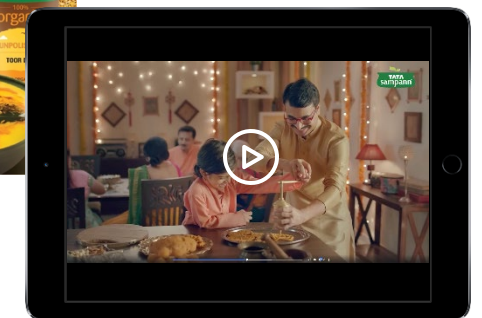
- #DiwaliGamesAtStarbucks to get together with friends and family
- Barista Pride to celebrate personal triumph of our partners
- #CountOnMeGirl to appreciate the bond that women share with one another on Women's Day



Tata Salt #SawaalKijiyeApneNamakSe 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



Brand Campaigns: International



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



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



Tetley Canada promoted Supers with "Wellness Contest"



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



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

4. Product

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

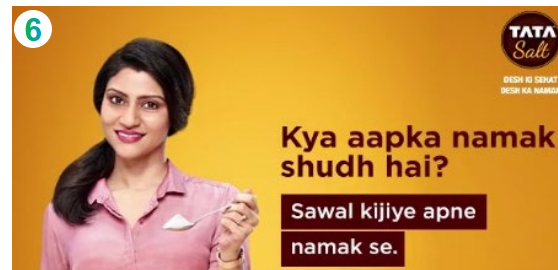


2. Workplace

Top #100 Best Companies for Women in India 2019 by Avtar and Working Mother

5. CSR

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



3. Sustainability

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

6. Marketing

Tata Salt wins its first-ever EFFIE Award, a Bronze for its ‘Sawaal Kijiye Apne Namak Se’ campaign

06

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's Improving Lives program to reach 250,000 beneficiaries



Affordable Healthcare for 100,000 persons in Munnar and Assam



Project Jalodari to provide water & sanitation for 25,000 community members in Himachal and Assam



Tata Chemicals Society for Rural Development empowering 50,000 lives



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

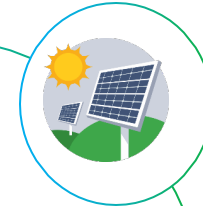
Climate leadership

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

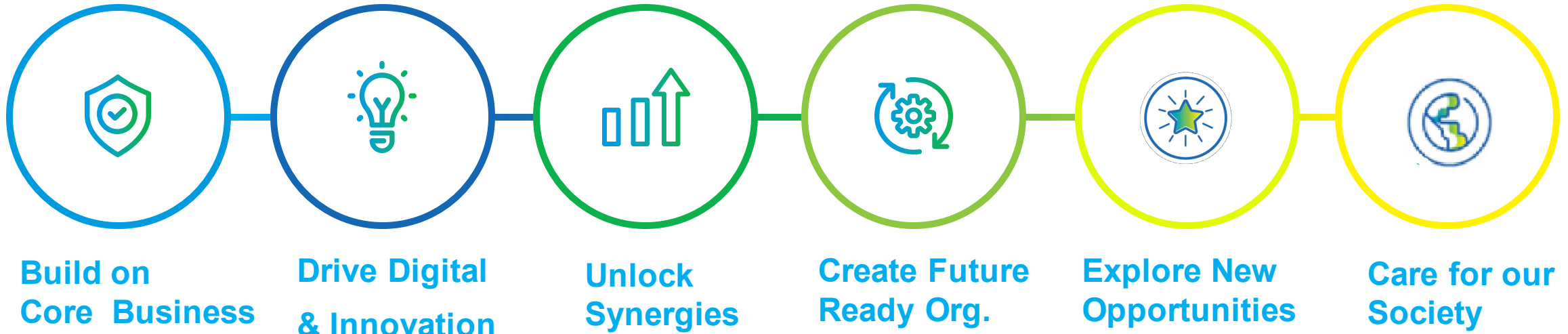
Carbon neutral

Himalayan for USA is certified Carbon Neutral®

07

Priorities for FY 21

FY21 : Focus & Priorities



Thank You