Agenda

Performance Highlights

Operating Performance Highlights

Financial Review
Performance Highlights for the nine months - 2013-14
Consolidated Financials

**Vs Prior year**

- Group income at Rs 5828 crores higher by 6% reflecting good performance in some key markets and favourable translation impact.

- EBIT at Rs 469 crores flat as compared to previous year - despite continuous investments behind brands partially offset by favourable translation impact.

- Profit before tax at Rs 569 crores improves by 25% due to favourable impact of exceptional items.

  - Significant items in exceptional items are profit on sale property, recognition of unrealised profits of earlier period, profit on divestment of non current investment partially offset by impairment of investments in an US functional beverage company and restructuring costs.

- Group Consolidated Net Profit at Rs 411 crores improves by 48% mainly due favourable impact of exceptional items and lower taxes.
Operating Performance Highlights

Winning moments

1. India - tea: strong branded tea topline sales performance versus previous year in a slowing market.
2. India – coffee: good performance by plantations continues.
3. Australia: Significant bottomline improvement continues.
4. USA & Canada: Eight O’Clock coffee K-cups (5th Largest in US) & Tetley Tassimo discs continue to deliver strong performances.
5. India: “Starbucks – a Tata Alliance” expands to 34 stores till date, store profitability is robust. Expands to Bangalore during the quarter.
6. UK – continued strong performance by Tea Pigs our Super Premium Brand. Distribution expanded to US, Canada and Australia.
7. Turnaround and strong performance continues in France, Czech Republic. Kuwait launch continues to make good progress.
8. Sales of Joekels, our South Africa joint venture, have gained significantly post a new acquisition of a private label business.
10. Cost interventions result in significant savings.
11. Associate plantations company in India continues its good performance.
Significant events during the quarter

MEMW – Necessary documents for the merger have been filed with the stock exchanges post approval Board Approval November 2013

Sale of our equity stake the US based beverage company has been completed on December 31, 2013.

- The consideration for the sale is contingent on future performance and restructuring of the business.
- The investments had already been fully impaired in Q2.
- Tax credit, arising on sale of stake, taken in Q3.
17% Top line growth across the India tea portfolio mainly due to value and volume increases despite decline in tea category.

Maintained market volume and value leadership with 19.8%^ and 22.0%^.

Tata Tea Gold restaged in Q2 with primary TVC campaign – Tata Tea Gold Power of 49 campaign and IIFA integration.

Various consumer promotions were undertaken to drive sales growth. Competition has launched aggressive promotions.

Tata Tea Chakra Gold relaunched supported by 360 degree launch activation.

Green tea launched in January with an impactful campaign.

Pakistan - Tetley Gold was launched nationally supported by money back scheme.

^ AC nielsen MAT – December13
Operating Performance Highlights – CAA

**Australia**
- Profitability remains robust.
- Tetley’s new pyramid range and Tetley Greens doing well.

**USA**
- EOC K-Cups (with Keurig) – Distribution gains continue and volumes touch record levels.
- EOC TV advertisement on air and continuing after several years to support relaunch – “For those who put coffee first”.
- Good Earth tea re-launched with a new pack design and 14 new blends with the theme – Tea untamed.
  - Celebrity chef promotion kicked off mid December with exclusive release of the first recipe to Media

**Canada**
- A massive integrated promotion between Cirque du Soleil and Tetley has officially launched. All communication and in-store activity, including TV commercials, has begun.
- Tassimo/ Kraft – Tetley gains market share.
- Tetley 100% steamed green teas (pure, lemon and ginger) launched and appear in shelf and gaining distribution
Europe, United Kingdom, Middle East and Africa

- In UK - Overall tea category has declined by single digits on a MAT basis.
- In UK - Market leadership in Redbush tea maintained.
- In UK - New marketing and impactful marketing campaign for Tetley launched during January with 360 degree support. Campaign features the Tetley tea folk.
- Tea Pigs topline grows by a handsome % - reflecting significant growth in all channels. Tea Pigs LLC established in US and commenced trading in Q3. Tea pigs already launched also in Australia and Canada.
- Sales improvement in Joekels post new acquisition in the private label market.
- France is in significant growth and brand share recovery mode. Significant improvement in top-line. TV, web campaign and national consumer promotion have driven a strong performance in Q3.
- Tetley test market launch in Kuwait is underway and doing well.
- Czech Republic business recovery continues with price increases and cost reductions.
**Water/Other Business**

- Significant improvement in water business.

- Himalayan sales continue to grow with increase in key accounts.

- Tata Starbucks – Now has 34 stores between Mumbai, Delhi, Bangalore and Pune. Store profitability continues to be robust.
Non Branded Business

- Tata Coffee plantations record a good quarter. Pepper registers excellent results.

- Tea plantations - KDHP and APPL register significant profit increases led by higher crop, productivity and better tea prices.

- India and US instant tea operation stable.

- China instant tea operation – Sales effort now the key.
Financial Highlights – Quarter 3

آثار جيدة في جنوب آسيا و-businessات النبتة

الربحية تنمو بشكل غير موضح بسبب نمو دخل النبتة و إعادة الهيكلة.

الميزانية UNION

• ميزانية الاتحاد

• الاستثمار في مشاريع جديدة

الميزانية EBIT تظهر

• ميزانية الاتحاد

• الاستثمار في مشاريع جديدة
## Group Financial Review

<table>
<thead>
<tr>
<th>Quarter ending December</th>
<th>Actual</th>
<th>PY</th>
<th>Variance</th>
<th>Particulars</th>
<th>Nine months ending December</th>
<th>Actual</th>
<th>PY</th>
<th>Variance</th>
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<td>Profit Before Exceptional Items</td>
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<td>Earning Per Share (Rs)</td>
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<td>Earning Per Share (Rs) – prior to exceptional items</td>
<td>4.25</td>
<td>4.42</td>
<td>(0.17)</td>
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### Region wise – income from operations

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<th>Quarter ending December</th>
<th>Particulars (In Rs Crores)</th>
<th>Nine months ending December</th>
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<tr>
<td></td>
<td>Actual</td>
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<tr>
<td>2080</td>
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THANK YOU
TATA GLOBAL BEVERAGES