



The Secretary
**National Stock
Exchange of India Ltd.**
Exchange Plaza, 5th
floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051
Scrip Code –
TATAGLOBAL

BSE Ltd.
Corporate Relationship
Dept.
1st Floor, New Trading
Wing
Rotunda Building, PJ
Towers
Dalal Street
Mumbai 400 001
Scrip Code - 500800

The Secretary
**Calcutta Stock
Exchange Asscn. Ltd.**
7 Lyons Range
Kolkata 700 001
**Scrip Code – 10000027
(Demat)
27 (Physical)**

15th August, 2017

Dear Sirs,

The Company's subsidiary in the US, Tata Waters LLC, has entered into a definitive agreement with Talking Rain Beverage Company Inc. to distribute and market the 'Himalayan' brand in the US, to be sourced from TGBL, India.

The details of the arrangement are as follows:

Arrangements for strategic, technical, manufacturing, or marketing tie-up:

- i. Agreement / joint venture (JV) with companies: Distribution Agreement
- ii. Name of the entity (ies) with whom agreement/ JV is signed: Tata Waters LLC and Talking Rain Beverage Company, Inc.
- iii. Area of agreement/JV: Distributing and marketing water products in the US including the District of Columbia and all US territories.
- iii. Domestic/international: International (within US)
- iv. Share exchange ratio / JV ratio: Not applicable since it is only a distribution agreement.
- v. scope of business operation of agreement / JV: Distributing and marketing water products in the US including the District of Columbia and all US territories.

TATA GLOBAL BEVERAGES LIMITED

Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020. Tel 033 22836917 Fax 033 22833032
CIN: L15491WB1962PLC031425. E-mail ID: investor.relations@tataglobalbeverages.com.
Website address: www.tataglobalbeverages.com



vi. Details of consideration paid / received in agreement / JV: Talking Rain Beverage Company, Inc. will procure the products from Tata Waters LLC at agreed prices for onward retailing in the US.

vii. Significant terms and conditions of agreement / JV in brief: Talking Rain will sell the water products through its distribution network in the US retail market and will be remunerated for services rendered.

viii. Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length: The transaction between Tata Waters LLC and Talking Rain Beverage Company, Inc. is not a related party transaction. However within the overall arrangement, sale of water products by the Company to its subsidiary Tata Waters LLC will be a related party transaction, on an arm's length basis.

ix. Size of the entity (ies): Tata Waters LLC is a newly incorporated company to facilitate distribution of Water products in the US.

Talking Rain (TR) is a privately held beverage company based in Preston, Washington. TR manufactures and distributes enhanced and sparkling waters and its estimated sales revenue is over \$400 million. TR is the largest single serve (purchases of less than 20 ounces) brand in the water category in the food, drug and mass market retail channels.

x. Rationale and benefit expected: The arrangement will help establish a good market for the Company's water products in US and is in line with the strategy to broad base its product portfolio.

The above information is furnished pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 read with SEBI's circular CIR/CFD/CMD/4/2015 dated 9th September, 2015.

Thanking You,

For Tata Global Beverages Limited

V Madan

Vice President and Company Secretary

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