



October 31, 2017

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)

Dear Sirs/Madam,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015

The Company is planning to pilot an Out of home offering with on premise retailing of hot Tea, other beverages through retail outlets. The current proposal is to test launch four stores in Bangalore on a pilot basis to test the proposition and business model. Based on the outcome of the pilot test, the company will decide the future course of action.

The details of information are as under:

Industry or area to which new line of business belongs to	Tea Cafes
Expected benefits	To understand tea cafe market; to test our proposition to consumers and business model
Estimated amount to be invested	Currently the proposal is for a pilot launch only with 4 stores in Bangalore

A press release proposed to be released in connection with the above is also attached.

The above is given pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations 2015.

Yours faithfully
For **Tata Global Beverages Limited**

(V. Madan)
Vice President & Company Secretary

TATA GLOBAL BEVERAGES LIMITED

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Tata Global Beverages pilots its first tea cafe in Bangalore

The first of the four pilot stores of Tata Cha opens its shutters in Indiranagar

Bangalore, 31 October 2017: Tata Global Beverages, the world's second largest tea company, is evaluating the out of home beverage space with the pilot launch of its first tea café Tata Cha. The first Tata Cha tea cafe is located at 12th Main Indiranagar, the heart of Bangalore. The Company plans to test launch a total of four pilot stores to evaluate the consumer proposition and business model. Based on the outcome of the pilot, Tata Global Beverages will decide on future course of action for the out of home beverage space.

At the opening of the pilot store, Sushant Dash, Regional President – India, Tata Global Beverages said, *“At Tata Cha, the essence of our offering is rooted in being authentically Indian. It is about bringing to our consumer the warmth of tapri chai in a modern environment. The balance lies in creating an experience which is premium and aspirational yet, real and authentic. With increasing disposable income, the trend of eating outdoors is on an upward trajectory. We want to be a part of this trend and through this pilot launch of Tata Cha we want to test consumer proposition; our model and feasibility. At the core of this venture is the motivation to enhance the appeal of tea and make it more vibrant for the newer consumer groups like the millennials. At our first of the four pilot stores, we bring you an extensive menu crafted to revive lost Indian recipes that blends warmth with a dash of youthfulness. This includes, signature tea-based hot and cold beverages, traditional snacks, dunkers and meals with a twist.”*

The menu will boast of a wide variety of healthy teas like Cucumber Green Tea and Sugar-free Tangy Tamarind that can be paired with Oil-free Soya Kababs to suit every mood. Dilliwali Kanji and Masala Shikanji are some of the local favourites along with Meetha Paan and Rasmalai Milk Shake, Peach Iced Tea and Chili Guava Ice Slush in the cold tea offerings. The hot tea range includes Sikkim teas, Masala tea and Nimbuda Black tea. The food menu includes regional recipes from Butter Chicken Khichdi in the North to Creamy Veg Stew in the South. Indigenous recipes such as Chatpata Matar Kulcha from the North and forgotten delicacies like Dal Pakwaan also form a part of the menu, introducing them to the new-age millennials. Many of the offerings from the beverage and food menu are about reviving lost Indian recipes that evoke nostalgia in the minds of customers.



Commenting on choosing Bangalore for the pilot launch, Sushant added: *“Bangalore, is one of the most active cities in India, cosmopolitan to its core and has welcomed people from distinct cultures from different corners of the country. Owing to its entrepreneurial characteristic, the city is home to one of the biggest clusters of young millennials with an appetite for innovative offerings.”*

For decades Tata Global Beverages has built its expertise in understanding the nuances of tea drinking in India and we are aware that Indians love boiled tea. Backed with this insight, Tata Cha will specialise in serving freshly boiled tea, just like the corner tea shop, served one perfect cup at a time. An aim to optimise the ‘out of home’ tea drinking experience coupled with snacks, Tata Cha will bring back fond, nostalgic moments.

Tata Cha is designed to reflect the heritage of Tata Global Beverages while embracing local culture. The core objective is to create a space that is warm and nurture a renewed love for tea. The interior décor, hence, brings together a mix of warm soft wood, bright colours, colourful and patterned fabrics to create a charming, youthful ambience.

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About Tata Global Beverages

Tata Global Beverages is a global beverage business; its brands have presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world’s second largest tea company. 300 million servings of its brands are consumed everyday around the world. Tata Global Beverages Group has an annual turnover of approximately US\$1.4bn including from its JV’s and associates; it employs around 3,000 people across the world. The company focuses on natural beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Tata Water Plus and Tata Gluco+, Good Earth tea, Grand Coffee and Eight O’clock coffee. For more information please visit www.tataglobalbeverages.com

For further information, please get in touch with:

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