



August 10, 2011

Results for quarter ended June 2011

CONSOLIDATED : Consolidated operating income for the quarter at Rs 1467 crores up by 6%.

Consolidated Group net profit for the quarter at Rs 161 crores up 253%

STANDALONE : Total operating Income for the quarter at Rs 519 crores up by 14%.

Profit after tax for the quarter at Rs 164 crores up 355%

Tata Global Beverages Ltd. announced its results for the quarter ended June 30, 2011 this afternoon.

The Company continues its volume leadership in India. The revamped marketing mix for the portfolio of India based brands, led by Tata Tea Premium and Tata Tea Gold campaigns have driven double digit top line growth. Segment specific campaigns in the UK for Redbush helps consolidate market leadership in the Redbush category, while the Tetley Tea Folk campaigns improves brand health measures for Tetley in UK. Canada leads specialty tea innovation and category development and continues to hold Black tea and specialty overall market shares.

During the quarter, an overseas subsidiary increased its stake in The Rising Beverage LLC. The Rising Beverages Company LLC is the owner of Activate™ a performance beverage in the USA. The subsidiary has an option to further increase its stake in this Company.

The Company's Consolidated total operating income for the quarter was Rs. 1467 crores reflecting a growth of 6% as compared to the corresponding period of the previous year. The group consolidated net profit for the quarter at Rs 161 crores is significantly higher than the corresponding period of the prior year mainly due to the impact of exceptional items and lower interest costs which is partially offsetting the impact of commodity cost increases and expenditure on growth initiatives.

In the stand alone Tata Global Beverages Ltd results for the quarter, the total operating income at Rs 519 crores, an increase of 14% is driven by higher volumes and improved

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realisation in branded tea operations. Profit after tax at Rs 164 crores is significantly higher than the corresponding period of the prior year mainly due to the impact of exceptional income, lower interest costs and improved operating performance despite the increase in commodity costs.

Percy Siganporia, MD, Tata Global Beverages Limited commented " The business put in a strong performance this quarter despite rising commodity costs, intense competitive activity and a challenging trading environment. We will continue to invest behind our brands while we focus on category development. Strong organic growth together with strategic alliances will help us achieve our vision of being a leader in 'good for you' beverages."

Issued By : L Krishnakumar

About Tata Global Beverages

Tata Global Beverages is a global beverage business and the world's second largest tea company. The group's annual turnover is US\$1.5bn and it employs around 3,000 people in over 40 countries worldwide. The company focuses on 'good for you' beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Good Earth and Eight O'clock coffee. For more information please visit www.tataglobalbeverages.com

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