



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

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

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

National Stock Exchange of India Ltd.
Wholesale Debt. Market Segment
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex
Mumbai 400 051

March 1, 2017

Dear Sirs,

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

Please find attached in the annexure the details of disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 in relation to the execution by the Company's overseas subsidiaries of a manufacturing, sales, licensing and distribution agreement with Keurig Green Mountain Inc. USA.

A copy of the press release being issued by the company in regard to the above is also attached.

Yours faithfully,
For **Tata Global Beverages Limited**


(V. Madan)
Vice President & Company Secretary



Encl. : as above

TATA GLOBAL BEVERAGES LIMITED

Kirloskar Business Park Block-C 3rd & 4th Floor Hebbal Bengaluru-560 024

Tel 91-80-67171200 Fax 91-80 6717 1201

Registered Office 1 Bishop Lefroy Road Kolkata 700 020

Corporate Identity Number (CIN) - L15491WB1962PLC031425

E-mail id - investor.relations@tataglobalbeverages.com

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Annexure

i	Name of the entity(ies) with whom agreement/ JV is signed;	Keurig Green Mountain, Inc., Tetley USA Inc., (Tetley), Tata Global Beverages Canada, Inc. (TGB Canada) and Eight O'Clock Coffee Company (EOC).
li	Area of agreement/JV;	US, Mexico and Canada
lii	Domestic/international	International
lv	Share exchange ratio / JV ratio	Not applicable
V	Scope of business operation of agreement / JV	Modification and renewal of agreement for manufacturing, sales, licensing and distribution of Eight O' Clock coffee and Tetley tea brands in K-Cup Pods for use in Keurig brewers effective 1 st May 2017
Vi	Details of consideration paid / received in agreement / JV;	Royalty payable on sale of EOC pods by Keurig in certain channels and copacking fees payable by EOC/Tetley to Keurigs in certain other channels
Vii	Significant terms and conditions of agreement / JV in brief	Engaging in manufacturing, sales, licensing and distribution of Keurig K-Cup Pods and Keurig K-Coffee Pods bearing Eight O'Clock and Tetley marks.
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 "arms length";	Not Applicable
Ix	Size of the entity(ies)	Keurig Green Mountain, Inc. (Keurig) is a leader in specialty coffee and innovative single serve brewing systems. Committed to delivering exceptional coffee for more than 35 years, today Keurig brewers and single serve hot beverages are in more than 20 million homes and offices throughout North America EOC, Tetley and TGB Canada are subsidiaries of Tata Global Beverages Limited and the three said entities have a combined turnover of INR 1332.4 Crores (as of 31 March 2016).
I	Rationale and benefit expected	The renewed long-term agreement allows for the continued success for the brands through in-home and away-from-home channels, as well as on Keurig's consumer direct websites throughout the U.S. and Canada.

For Tata Global Beverages Limited



V Madan
Vice President and Company Secretary

Tata Global Beverages and Keurig Green Mountain Announce Expanded Partnership Agreement

Mumbai, March 1, 2017 —Tata Global Beverages (TGB) and Keurig Green Mountain, Inc. (Keurig) today announced a multi-year expansion of their successful partnership for the manufacturing, sales, licensing and distribution of the Eight O’Clock® coffee and Tetley® tea brands in K-Cup® pods for use in Keurig® brewers. The renewed long-term agreement allows for the continued success for the brands through in-home and away-from-home channels, as well as on Keurig’s consumer direct websites, www.Keurig.com and www.Keurig.ca, throughout the U.S. and Canada.

Ajoy Misra, MD & CEO of Tata Global Beverages said “This agreement underscores TGB’s focus on growth through strategic alliances and category expansion. This move will help our continued growth in the pods category in USA and Canada. Eight O’ Clock and Tetley are key brands in the TGB portfolio and the partnership with Keurig , a leader in single serve brewing systems, is a winning combination, which meets the consumer’s need for quality and convenience.”

The choice of coffee-loving Americans since 1859, Eight O’Clock coffee is well known for its full line of 100% Arabica coffee varieties in retailers throughout the country. Over 150 years later, Eight O’Clock is as fresh as ever, competing in the fast-growing, high-quality, and ultra-convenient world of single serve coffee with Eight O’Clock coffee K-Cup® pods.

“We are excited to continue to support the Eight O’Clock coffee and Tetley tea brands as part of the Keurig family ,” says Mark Wood, Chief Business Development & Partners Officer at Keurig. “By continuing to strengthen our relationships with popular coffee and tea brands and valued partners like Tata Global Beverages, we can continue to provide an unsurpassed range of high quality beverage choices and taste profiles and benefit all participants in the Keurig system – including our consumers, customers and our extensive family of licensed partners.”

About Keurig Green Mountain, Inc.

Keurig Green Mountain, Inc. (Keurig) is a leader in specialty coffee and innovative single serve brewing systems. Committed to delivering exceptional coffee for more than 35 years, today our Keurig® brewers and single serve hot beverages are in more than 20 million homes and offices throughout North America. In under a minute, Keurig® brewers consistently and conveniently

deliver a fresh-brewed, great tasting cup with just the push of a button. As a testament to that quality, more than 50 leading global coffee, tea and cocoa brands have partnered with Keurig to offer consumers vast personal choice from 500+ varieties. As a company founded on social responsibility, Keurig is committed to using the power of business to brew a better world through our work to build resilient supply chains, sustainable products, and thriving communities. For more information, visit www.keuriggreenmountain.com, and to purchase Keurig products visit www.keurig.com or www.keurig.ca.

About Tata Global Beverages

Tata Global Beverages is a global beverage business with a brand presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world's second largest tea company. Over 300 million servings of its brands are consumed everyday around the world. Tata Global Beverages' annual turnover is US \$1.2bn and 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 Gluco+, Good Earth tea, Grand Coffee and Eight O'clock Coffee. For more information please visit www.tataglobalbeverages.com