



September 10, 2018

National Stock Exchange of India Ltd.

Exchange Plaza, 5th Floor,
G Block, Bandra-Kurla Complex,
Bandra East, 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

Calcutta Stock Exchange Association Ltd.,

7, Lyons Range,
Kolkata – 700 001
Scrip Code : 10000027 (Demat)
27 (Physical)

Sub: Press Release

Dear Sir,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are sending herewith copy of the Press Release titled “**Tata Global Beverages restructures international operations for increased business effectiveness**” which will be disseminated shortly.

The Press Release is self-explanatory.

Thanking You,

Yours Sincerely

For **TATA GLOBAL BEVERAGES LIMITED**

Neelabja Chakrabarty
Company Secretary

Encl : as above

TATA GLOBAL BEVERAGES LIMITED

11/13 Botawala Building 1st Floor Office No 2-6 Horniman Circle Fort Mumbai 400 001 India

Tel 91 22 6121 8400 Fax 91 22 6121 8499

Registered Office: 1 Bishop Lefroy Road Kolkata 700 020

Corporate Identity Number (CIN) - L15491WB1962PLC031425

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

Website address – www.tataglobalbeverages.com

September 10th, 2018

Tata Global Beverages restructures international operations for increased business effectiveness

The restructure will lead to better synergies, cost optimization and increased focus on core business

Tata Global Beverages (TGB) continually evaluates its businesses across geographies in line with its strategy and business objectives. As a result of a recent review, the company has restructured its international operations in order to unlock synergies for the business, optimize costs and streamline operations.

- **Restructure of EMEA and CAA business units:** The erstwhile EMEA (UK, Europe, Middle East and Africa) and CAA (Canada, Australia, and Americas) units of TGB have been merged into a single unit called the International Business Division, with experienced country heads in key markets, reporting into a single head, Adil Ahmad for the International Business Division. This will build greater alignment across the company and better cost efficiency. Adil has been with TGB since 2015 as Chief Marketing Officer. He has played a key role in developing a strong portfolio of global brands with a focus on overall brand health, profitability and premiumization.
- **Exit from non-core/unprofitable markets:** TGB has exited non-core and sub scale markets in order to better focus on its core markets. In Russia, the company has restructured its operating model, it has divested its stake in plantations in Sri Lanka, and exited its joint venture business in China.
- **Outsourcing back office processes:** The company has also identified back office processes in Human Resources, Finance and Operations, and outsourced the management of these back office processes to Tata Consultancy Services (TCS). These processes are now being handled from the TCS Development Centre in Kolkata. This will result in cost savings, increase business efficiency and build digital capability for the business. This transition will enable our business managers to wholly concentrate on core business activities, growth and expansion.

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For immediate use

PRESS RELEASE

Ajoy Misra, MD & CEO, said “Tata Global Beverages’ ambitious growth plans requires us to operate with greater efficiency, reduce our cost base and fully tap the potential synergies across our businesses that operating on a global scale can bring us. This restructure will help us better focus on core markets and better leverage growth opportunities.”

About Tata Global Beverages

Tata Global Beverages is a global beverage business with presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world’s second largest tea company. 330 million+ servings of its brands are consumed everyday around the world. Tata Global Beverages Group has an annual turnover of approximately US\$1.4bn (includes JVs and associates) and it employs around 3,000 people. 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 and Eight O’clock coffee. For more information please visit www.tataglobalbeverages.com

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