

May 20, 2021

The 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 – **TATACONSUM** BSE Ltd.

Corporate Relationship Dept. 1st Floor, New Trading Wing Rotunda Building, PJ Towers Dalal Street Mumbai 400 001 Scrip Code - **500800** The Calcutta Stock Exchange Ltd.
7 Lyons Range

Kolkata 700 001 Scrip Code – **10000027** (**Demat**) **27** (**Physical**)

Dear Sir/Madam,

Sub: Communication to Shareholders - Intimation of Tax Deduction on Dividend

Pursuant to the Finance Act, 2020, with effect from April 1, 2020, Dividend Distribution Tax is abolished and dividend income is taxable in the hands of the shareholders.

In this regard, please find enclosed herewith an email communication which has been sent to all the shareholders having their email ID's registered with the Company/Depositories explaining the process on withholding tax from dividends paid to the shareholders at prescribed rates along with the necessary annexures.

This is for your information and records.

Yours Sincerely,

For TATA CONSUMER PRODUCTS LIMITED

Neelabja Chakrabarty Company Secretary

Encl.: as above

TATA CONSUMER PRODUCTS LIMITED

(Formerly known as Tata Global Beverages Limited)



(Formerly known as Tata Global Beverages Limited)
Registered Office: 1 Bishop Lefroy Road, Kolkata - 700020
Corporate Identity Number (CIN) - L15491WB1962PLC031425

Email: investor.relations@tataconsumer.com Website: www.tataconsumer.com

May 19, 2021

Dear Shareholder,

Trust you and your family are safe and in good health!!

We are pleased to inform you that the Board of Directors at their Meeting held on May 06, 2021 has recommended a Final Dividend of Rs. 4.05 per Equity Share of Rs.1/- each (405%) for the Financial Year ended March 31, 2021 and the said Final Dividend will be payable post approval of the shareholders at the ensuing Annual General Meeting of the Company to be held on June 25, 2021.

As you are aware that as per the Income Tax Act, 1961, as amended by the Finance Act, 2020 ("the Act"), dividends paid or distributed by a Company after April 1, 2020 shall be taxable in the hands of the shareholders. The Company shall therefore be required to deduct tax at source at the time of making the payment of the said Final Dividend, if declared at the above AGM.

TDS rate may vary depending on the residential status of the shareholder and the documents submitted to the Company in accordance with the provisions of the Act. The TDS for various categories of shareholders along with required documents are provided in Table 1 and 2 below:

Table 1: Resident Shareholders

Category of shareholder	Tax Deduction Rate	Exemption applicability/ Documentation requirement
Any resident shareholder	10%	Update the PAN if not already done with depositaries (in case of shares held in Demat mode) and with the Company's Registrar and Transfer Agents - TSR Darashaw Consultants Private Limited (in case of shares held in physical mode).
		No deduction of taxes in the following cases - o If dividend income to a resident Individual shareholder during FY 2021-22 does not exceed INR 5,000/-, o If the shareholder is exempted from TDS provisions through any circular or notification and provides an

		attested copy of the PAN along with the documentary evidence in relation to the same.
Resident individuals submitting Form 15G/15H	NIL	Shareholders providing Form 15G (Refer Annexure 1) (applicable to individuals below 60 years) / Form 15H (Refer Annexure 2) (applicable to an Individual above the age of 60 years) - on fulfilment of prescribed conditions.
Order under section 197 of the Act	Rate provided in the order	Lower/NIL withholding tax certificate obtained from Income Tax authorities.
Insurance Companies: Public & Other Insurance Companies	NIL	Documentary evidence that the provisions of section 194 of the Act are not applicable.
Corporation established by or under a Central Act which is, under any law for the time being in force, exempt from income- tax on its income.	NIL	Documentary evidence that the person is covered under section 196 of the Act.
Mutual Funds	NIL	Documentary evidence that the person is covered under section 196 of the Act.
Alternative Investment fund	NIL	Documentary evidence that the person is covered by Notification No. 51/2015 dated 25 June 2015
Other resident shareholders without registration of PAN or having Invalid PAN	20%	Update the PAN if not already done with depositaries (in case of shares held in Demat mode) and with the Company's Registrar and Transfer Agents - TSR Darashaw Consultants Private Limited (in case of shares held in physical mode).

Please note the following:

- a) Recording of the valid Permanent Account Number (PAN) for the registered Folio/DP id-Client Id is mandatory. In absence of a valid PAN, the tax will be deducted at a higher rate of 20% as per Section 206AA of the Act.
- b) Shareholders holding shares under multiple accounts under different status/category and single PAN, may note that, higher of the tax as applicable to the status in which shares held under a PAN will be considered on their entire holding in different accounts

Table 2: Non-resident Shareholders

Category of shareholder	Tax Deduction Rate	Exemption applicability/ Documentation requirement
Any Non- resident shareholder, Foreign Institutional Investors, Foreign Portfolio Investors (FII, FPI)	20% / Tax Treaty rate whichever is lower (increased by surcharge and cess wherever applicable)	Non-resident shareholders may opt for tax rate under the Double Taxation Avoidance Agreement ("Tax Treaty"). The Tax Treaty rate shall be applied for tax deduction at source on submission of the following documents to the company: o Self-attested copy of Tax Residency Certificate (TRC) (of FY 2021-22 or calendar year 2021), valid as on the AGM date obtained from the tax authorities of the country of which the shareholder is resident o Self-declaration in Form 10F in the attached form (Refer Annexure 3). o Self-declaration confirming not having a Permanent Establishment in India and eligibility to Tax Treaty benefit (of FY 2021-22 or calendar year 2021) (format attached herewith - Refer Annexure 4).
		TDS shall be recovered at 20% (plus applicable surcharge and cess) if any of the above-mentioned documents are not provided. Further, please provide a copy of the PAN Card , if registered with the Indian tax authorities.
		The Company is not obligated to apply the Tax Treaty rates at the time of tax deduction/withholding on dividend amounts. Application of Tax Treaty rate shall depend upon the completeness of the documents submitted by the non-resident shareholder and are in accordance with the provisions of the Act.
Submitting Order under section 197 of the Act	Rate provided in the Order	Lower/NIL withholding tax certificate obtained from Income Tax authorities.

Note: The Shareholders holding shares under multiple accounts under different status/category and single PAN, may note that, higher of the tax as applicable to the status in which shares held under a PAN will be considered on their entire holding in different accounts

SUBMISSION OF TAX-RELATED DOCUMENTS:

Resident Shareholders

The aforesaid documents such as Form 15G/15H, documents under section 196, 197A, etc. can be uploaded on the link https://tcpl.linkintime.co.in/formsreg/submission-of-form-15g-15h.html on or before June 11,

2021 upto **07.00** pm (IST), to enable the Company to determine the appropriate TDS / withholding tax rate applicable. Any communication on the tax determination/deduction received post **07.00** pm (IST) of **June 11, 2021** shall not be considered. Resident Shareholders can also send the scanned copies of the documents mentioned above at the email ids mentioned below:

Email ID	Csg3-exemptforms2122@tcplindia.co.in

Non-resident Shareholders and Institutional Shareholders are requested to send the scanned copies of the documents mentioned above at the email ids mentioned below:

Email ID	<u>Dividend2021@tataconsumer.com</u>

It may be further noted that in case the tax on said Dividend is deducted at a higher rate in absence of receipt of the aforementioned details/documents from you, there would still be an option available with you to file the return of income and claim an appropriate refund, if eligible. However, no claim shall lie against the Company for such taxes deducted.

The Company will arrange to email a soft copy of the TDS certificate at the shareholders registered valid email ID in due course, post payment of the said Final Dividend. Shareholders will also be able to see the credit of TDS in Form 26AS, which can be downloaded from their e-filing account at https://incometaxindiaefiling.gov.in.

UPDATION OF BANK ACCOUNT DETAILS:

In view of the prevailing lockdown due to COVID 19, shareholders are requested to complete necessary formalities regarding their bank accounts attached to their Demat account for enabling the Company to make timely credit of dividend in the respective bank accounts.

We request your cooperation in this regard.

Thanking you, Yours faithfully,

For Tata Consumer Products Limited

Sd/-Neelabja Chakrabarty Company Secretary

Disclaimer: This communication shall not be treated as an advice from the Company or its Registrar & Transfer Agent. Shareholders should obtain the tax advice related to their tax matters from a tax professional

.

Nan	ne of the Company	Dp. Id – Client Id/ Folio No.
TATA CO	ONSUMER PRODUCTS LIMITED	

INCOME-TAX RULES, 1962

¹FORM NO. 15G

[See section 197A(1), 197A(1A) and rule 29C]

Declaration under section 197A(1) and section 197A(1A) to be made by an individual or a person (not being a company or firm) claiming certain incomes without deduction of tax

PARTI

				1 111	<u> </u>				
1.	Name of Asse	ssee (l	Declarant)		2. PAN of the Assessee ¹				
3.	Status ²	4. P	revious year	$(P.Y.)^3$	5. ResidentialStatus ⁴				
		(1	for which de	claration	is being	made)			
6.	Flat/Door/Blo	ck	7. Name o	of	8. Road/Street/Lane 9. Area/Local				
	No.	o. Premis							
10.	Town/City/Di	strict	11. State		12. PIN 13. Email				
14. Telephone No. (with STD Code) and Mobile No. 15. (a) Wheth tax under Act,1961 (b) If yes, year for w				inder the 1961 ⁵ f yes, late	Income-	tax	ves No		
Estimated income for which this declaration is made				17. Estimated total income of the P.Y. in which income mentioned in column16 to be included ⁶					
	Details of For			an this fo	orm filed	during the	previous y	ear, if any ⁷	
T	otal No. of For filed	m No.	15G	Aggregate amount of income for which Form No.15G filed					
	med					io. i.sci ilico			
19. Details of income for which the declaration is filed									
SZ	l. Identific relevant in	Identification number of relevant investment/account etc8			of income		n under tax is ctible	Amount of income	

Signature of the Declarant⁹

Declaration/Verification¹⁰

*I/We	do hereby declare that to the best of *my /our
knowledge and belief what is stated above	is correct, complete and is truly stated. *I/We declare
that the incomes referred to in this form	are not includible in the total income of any other
	ome-tax Act, 1961. *I/We further declare that the tax
	ling *income/incomes referred to in column 16 *and
	ferred to in column 18 computed in accordance with
	61, for the previous year ending on 31-MAR-2022.
	<u>023</u> .will be <i>nil</i> . *I/We also declare that *my/our
	6 *and the aggregate amount of *income/incomes
	ous year ending on 31-MAR-2022. relevant to the
assessment year 2022-2023 will not excee	ed the maximum amount which is not charge-able to
income-tax.	
Place:	
Date:	Signature of the Declarant ⁹

Substituted by IT (Fourteenth Amdt.) Rules 2015, w.e.f. 1-10-2015. Earlier Form No.15G was inserted by the IT (Fifth Amdt.)Rules, 1982, w.e.f. 21-6-1982 and later on amended by the IT (Fifth Amdt.) Rules, 1989, w.r.e.f. 1-4-1988, IT (Fourteenth Amdt.) Rules, 1990, w.e.f. 20-11-1990 and IT (Twelfth Amdt.) Rules, 2002, w.e.f. 21-6-2002 and substituted by the IT (Eighth Amdt.) Rules, 2003, w.e.f. 9-6-2003 and IT (Second Amdt.)Rules, 2013, w.e.f. 19-2-2013.

PART II

[To be filled by the person responsible for paying the income referred to in column 16 of Part I]

1.	Name of the pers	son responsible for pa	ying	2. U	Jnique Identification No.11
3.	PAN of the person responsible for paying	4. Complete Addre	SS		ΓAN of the person responsible for paying
6.	Email	7. Telephone No. (Code) and Mobil	with ST le No.	ΓD	8. Amount of income paid ¹²
9.	Date on which D received (DD/M	Declaration is M/YYYY)			n which the income has been edited (DD/MM/YYYY)

riace:	
Date:	Signature of the person responsible
	for paying the income referred to in
	column16ofPartI

D1

⁶Please mention the amount of estimated total income of the previous year for which the declaration is filed including the amount of income for which this declaration is made.

⁷Incase any declaration(s) in Form No.15G is filed before filing this declaration during the previous year, mention the total number of such Form No.15G filed alongwith the aggregate amount of income for which said declaration(s) have been filed.

⁸Mention the distinctive number of shares, account number of term deposit, recurring deposit, National Savings Schemes, life insurance policy number, employee code, etc.

⁹Indicate the capacity in which the declaration is furnished on behalf of a HUF, AOP, etc.

^{*}Delete whichever is not applicable.

¹As per provisions of section 206AA(2), the declaration under section 197A(1) or 197A(1A) shall be invalid if the declarant fails to furnish his valid Permanent Account Number (PAN).

²Declaration can be furnished by an individual under section 197 A (1) and a person (other than a company or a firm) under section 197A(1A).

³The financial year to which the income pertains.

⁴Please mention the residential status as per the provisions of section 6 of the Incometax Act, 1961.

⁵Please mention "Yes" if assessed to tax under the provisions of Income-tax Act, 1961 for any of the assessment year out of six assessment years preceding the year in which the declaration is filed.

¹⁰Before signing the declaration/verification, the declarant should satisfy himself that the information furnished in this form is true, correct and complete in all respects. Any person making a false statement in the declaration shall be liable to prosecution under section 277 of the Income-tax Act, 1961 and on conviction be punishable-

- (i) in a case where tax sought to be evaded exceeds twenty-five lakh rupees, with rigorous imprisonment which shall not be less than six months but which may extend to seven years and with fine;
- (ii) in any other case, with rigorous imprisonment which shall not be less than three months but which may extend to two years and with fine.

¹¹The person responsible for paying the income referred to in column16 of Part I shall allot a unique identification number to all theFormNo.15G received by him during a quarter of the financial year and report this reference number alongwith the particulars prescribed in rule 31A(4)(vii) of the Income-tax Rules, 1962 in the TDS statement furnished for the same quarter. Incase the person has also received FormNo.15H during the same quarter, please allot separate series of serial number for FormNo.15G and FormNo.15H.

¹²The person responsible for paying the income referred to in column 16 of Part I shall not accept the declaration where the amount of income of the nature referred to in sub-section (1) or sub-section (1A) of section 197A or the aggregate of the amounts of such income credited or paid or likely to be credited or paid during the previous year in which such income is to be included exceeds the maximum amount which is not chargeable to tax. For deciding the eligibility, he is required to verify income or the aggregate amount of incomes, as the case may be, reported by the declarant in columns 16 and 18.

ANNEXURE 2

Name of the Company	Dp. Id – Client Id/ Folio No.
TATA CONSUMER PRODUCTS LIMITED	

¹FORM NO. 15H

[See section 197A(1C) and rule 29C]

Declaration under section 197A(1C) to be made by an individual who is of the age of sixty years or more claiming certain incomes without deduction of tax.

PART I

1. Name of Assessee (Declarant)			Nu	2. Permanent Account Number or Aadhaar Number of the Assessee ¹			3. Date of Birth2(DD/MM/YYYY)				
4. Previous year(P.Y.) ³ (for			5. H	-lat/	/Door/Block No.	6. Nam	e of P	ren	nises		
	claration is b										
7. Road/S	Street/Lane	8. Area/Lo	ocality	/	9. Town/City/Distri	ct	10. S	tate	2		
11. PIN	12. Em	ail		13	3. Telephone No. (wi	th STD	Code)	an	d Mobi	le N	0.
14 (a) Whether assessed to tax4:					Yes	;		No			
(b) If yes	, latest assess	ment year fo	or whi	ch a	assessed						
15. Estimated income for which this declaration is made											
16. Esti	mated total	income of	the P	P.Y.	in which income						
mention	ed in column	15 to be incl	uded ⁵	5							
17. De	tails of Form	No.15H oth	er tha	n th	nis form filed for the	previous	s year,	if	any ⁶		
Total No	. of Form No	.15H filed	Aggre	egat	e amount of income	for whic	h For	m Ì	No.15H	file	d
18. Deta	ils of income	for which th	e dec	lara	tion is filed						
Sl.	Identification number of Nature of income				Section			Amo	unt (of	
No.	re	levant					n tax i		inc	ome	
	investment	/account, etc	count, etc.7				ıctible				

Signature of the Declarant

1. Substituted by the IT (Fourteenth Amdt.) Rules, 2015, w.e.f. **1-10-2015**. Earlier Form No. 15H was amended by the IT (Fifth Amdt.) Rules, 1982, w.e.f. 21-6-1982, IT (Fifth Amdt.) Rules, 1989, w.r.e.f. 1-4-1988, IT (Fourteenth Amdt.) Rules, 1990, w.e.f. 20-11-1990, IT (Twelfth Amdt.) Rules, 1992, w.e.f. 1-6-1992, IT (Seventh Amdt.) Rules, 1995, w.e.f. 1-7-1995, IT (Thirty-second Amdt.) Rules, 1999, w.e.f. 19-11-1999, IT (Twelfth Amdt.) Rules, 2002, w.e.f. 21-6-2002, IT (Eighth Amdt.) Rules, 2003, w.e.f. 9-6-2003, IT (Fourteenth Amdt.) Rules, 2003, w.e.f. 1-8-2003 and IT (Second Amdt.) Rules, 2013, w.e.f. 19-2-2013.

Signature of the Declarant Signature

Declaration/Verification ⁸
I
Place:

Date :....

PART II

[To be filled by the person responsible for paying the income referred to in column 15 of Part I]

1. Name of the person responsible for paying			2. Unique Identification No. ⁹	
3. Permanent Account Number or Aadhaar Number of the person responsible for paying	4. Complete Address		5. TAN of the person responsible for paying	
6. Email	7. Telephone No. (with STD Code) and Mobile No.		8. Amount of income paid ¹⁰	
9. Date on which Declaration is received (DD/MM/YYYY)		10. Date on which the income has been paid/credited (DD/MM/YYYY)		

Piace:	
Date:	Signature of the person responsible for paying the
	income referred to in column 15 of Part I

- *Delete whichever is not applicable.
- 1. As per provisions of section 206AA(2), the declaration under section 197A(1C) shall be invalid if the declarant fails to furnish his valid Permanent Account Number or Aadhaar Number.
- 2. Declaration can be furnished by a resident individual who is of the age of 60 years or more at any time during the previous year.
- 3. The financial year to which the income pertains.
- 4. Please mention "Yes" if assessed to tax under the provisions of Income-tax Act, 1961 for any of the assessment year out of six assessment years preceding the year in which the declaration is filed.
- 5. Please mention the amount of estimated total income of the previous year for which the declaration is filed including the amount of income for which this declaration is made.
- 6. In case any declaration(s) in Form No. 15H is filed before filing this declaration during the previous year, mention the total number of such Form No. 15H filed along with the aggregate amount of income for which said declaration(s) have been filed.
- 7. Mention the distinctive number of shares, account number of term deposit, recurring deposit, National Savings Schemes, life insurance policy number, employee code, etc.
- 8. Before signing the declaration/verification, the declarant should satisfy himself that the information furnished in this form is true, correct and complete in all respects. Any person making a false statement in the declaration shall be liable to prosecution under section 277 of the Income-tax Act, 1961 and on conviction be punishable—

- (i) in a case where tax sought to be evaded exceeds twenty-five lakh rupees, with rigorous imprisonment which shall not be less than six months but which may extend to seven years and with fine;
- (ii) in any other case, with rigorous imprisonment which shall not be less than three months but which may extend to two years and with fine.
- 9. The person responsible for paying the income referred to in column 15 of Part I shall allot a unique identification number to all the Form No. 15H received by him during a quarter of the financial year and report this reference number along with the particulars prescribed in rule 31A(4)(vii) of the Income-tax Rules, 1962 in the TDS statement furnished for the same quarter. In case the person has also received Form No.15G during the same quarter, please allot separate series of serial number for Form No.15H and Form No.15G.
- 10. The person responsible for paying the income referred to in column 15 of Part I shall not accept the declaration where the amount of income of the nature referred to in section 197A(1C) or the aggregate of the amounts of such income credited or paid or likely to be credited or paid during the previous year in which such income is to be included exceeds the maximum amount which is not chargeable to tax after allowing for deduction(s) under Chapter VI-A, if any, or set off of loss, if any, under the head "income from house property" for which the declarant is eligible. For deciding the eligibility, he is required to verify income or the aggregate amount of incomes, as the case may be, reported by the declarant in columns 15 and 17.

¹[**Provided** that such person shall accept the declaration in a case where income of the assessee, who is eligible for rebate of income-tax under section 87A, is higher than the income for which declaration can be accepted as per this note, but his tax liability shall be nil after taking into account the rebate available to him under the said section 87A.]

^{1.} Inserted by Income-tax (4th Amendment) Rules, 2019, w.e.f. 22-5-2019.

FORM NO. 10F

[See sub-rule (1) of rule 21AB]

Information to be provided under sub-section (5) of section 90 or sub-section (5) of section 90A of the Income-tax Act, 1961

I	*son/daughter	r of Shri.	in the
capacity	of	(designation) do	provide the following
informat	ion, relevant to the previous year		*in my case/in the case
of	for the purposes of su	b-section (5) of * s	section 90/section 90A:-
SI.No.	Nature of	Details#	
(i)	Status (individual; company, firm etc.) of the assesse		
(ii)	Permanent Account Number (PAN) of the assessee if allotted		
(iii)	Nationality (in the case of an individual) or Country or specified territory of incorporation or registration (in the case of others)	f	
(iv)	Assessee's tax identification number in the country or specified territory of residence and if there is no such number, then, a unique number on the basis of which the person is identified by the Government of the country or the		
(v)	Period for which the residential status as mentioned in the certificate referred to in sub-section (4) of section 90 or subsection (4) of section 90A is applicable	ı	
(vi)	Address of the assessee in the country or territory outside India during the period for which the certificate, mentioned in (v) above, is applicable		
of sectio	have obtained a certificate referred to in sun 90A from the Government of outside India).		
Signatu	re:		
	:		
Perman	ent Account Number:		

Verification

[do hereby declare that to the best of my knowledge
and belief what is stated abo	eve is correct complete and is truly stated.
Verified today the	day of
	Signature of the person providing the information
Place:	

Notes:

- 1. *Delete whichever is not applicable.
- 2. #Write N.A. if the relevant information forms part of the certificate referred to in subsection (4) of section 90 or sub-section (4) of section 90A.

<Company's letter head>

Date:

To,
Tata Consumer Products Limited
1 Bishop Lefroy Road
Kolkata - 700020

Dear Sir,

Sub: Certification with regard to Payment

For the purpose of determination of tax liability u/s. 195 of the [Indian] Income-tax Act, 1961, I/We hereby certify that -

Nature of information	Details
Name of the Shareholder	
Folio No	
Address in the country of	
residence	
Email i.d.	
Contact number	
Status	Company / LLP / Partnership / Trust / Individual
Tax identification number in	
the country of residence	

- 1. I/We, << Name of the shareholder >> confirm that I/We are a tax resident of << Insert country>> and are eligible to claim benefits of the India << Insert country>> Double Tax Avoidance Agreement (DTAA), read with the provisions laid down in Multilateral Instrument (MLI), wherever applicable.
- 2. I/We, << Name of the shareholder >> are the beneficial owner of the shares allotted in above folio no. as well as of the dividend arising from such shareholding.
- 3. I/We further declare that I/we have the right to use and enjoy the dividend received/ receivable from the above shares and such right is not constrained by any contractual and/ or legal obligation to pass on such dividend to another person.
- 4. I/We either do not have a Permanent Establishment (P.E.) in India or Dividend income earned by us in not attributable/effectively connected to the our P.E. in India as defined under the Income Tax Act, 1961 and DTAA between India and Name of Country read with the provisions laid down in Multilateral Instruments (MLI), wherever applicable, during the financial year <<Year>>>. I/We further confirm that I/We do not have any business connection in India as per provisions of Incometax Act 1961. In the event of I/We having a P.E. in India or Dividend income is attributable/effectively connected to such P.E., I/We acknowledge our obligation to inform you forthwith with necessary details.

I/We further agree to indemnify Tata Consumer Products Limited for any penal consequences arising out of any acts of commission or omission initiated by << Name of the Shareholder>> by relying on our above averment.

Thanking you,

Yours Sincerely,

For <Name of the Shareholder>

Name: <insert authorised person name> <Insert designation>