



October 29, 2021

**The National Stock Exchange
of India Limited**

Exchange Plaza, 5th floor
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051

Scrip Code – TATACONSUM

BSE Limited

Corporate Relationship Dept.
1st Floor, New Trading Wing
Rotunda Building, PJ Towers
Dalal Street
Mumbai 400 001

Scrip Code - 500800

**The Calcutta Stock
Exchange Limited**

7 Lyons Range
Kolkata 700 001

**Scrip Code – 10000027
(Demat) 27 (Physical)**

Sub: Press Release - Tata Cha business

Dear Sir/Madam,

Please find enclosed a copy of the press release with regard to Tata Cha business.

The above information can be viewed on the website of the Company at www.tataconsumer.com

You are requested to take the above information on your record.

Yours Truly,

For Tata Consumer Products Limited

Neelabja Chakrabarty
Company Secretary

Encl: as above

TATA CONSUMER PRODUCTS LIMITED

(Formerly known as 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: 91-22-61218499

Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020

Corporate Identity Number (CIN): L15491WB1962PLC031425

Email: investor.relations@tataconsumer.com

Website: www.tataconsumer.com

October 28th, 2021**Tata Consumer Products to transition 'Tata Cha' business to Indian Hotels Company*****Tata Cha to be part of Qmin brand of Indian Hotels***

Tata Consumer Products continually evaluates its businesses in line with its strategy and business objectives. As a result of this process, the Company has decided to transition its Tata Cha business- a tea café format Quick Service Restaurant (QSR) chain to Qmin-Shops operated by a subsidiary of Indian Hotels Company Limited (IHCL). This will enable Tata Consumer Products to better focus on its core FMCG business.

Tata Cha currently has 12 stores across Bangalore serving beverages (tea, coffee, coolers), snacks and merchandise. The business is a good strategic fit for IHCL, and can be synergized with their Qmin brand.

Sunil D'Souza , MD & CEO, Tata Consumer Products said, "This is in line with our strategy of streamlining and simplifying our operations. Though it is a relatively small venture in its current form, exiting Tata Cha will enable us to sharpen focus on our core FMCG business."

TATA CONSUMER PRODUCTS LIMITED
(Formerly known as Tata Global Beverages Limited)

Kirloskar Business Park, 3rd & 4th Floor, Hebbal, Bangalore – 560 024
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Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020
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About Tata Consumer Products Limited

Tata Consumer Products Limited is a focused consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella. The Company's portfolio of products includes tea, coffee, water, RTD, salt, pulses, spices, ready-to-cook offerings, breakfast cereals, snacks and mini meals. Tata Consumer Products is the 2nd largest branded tea company in the world. Its key beverage brands include Tata Tea, Tetley, Eight O'Clock Coffee, Tata Coffee Grand, Himalayan Natural Mineral Water, Tata Water Plus and Tata Gluco Plus. Its foods portfolio includes brands such as Tata Salt, Tata Sampann and Tata Soufull. In India, Tata Consumer Products has a reach of over 200 million households, giving it an unparalleled ability to leverage the Tata brand in consumer products. The Company has an annual turnover of ~Rs. 11,600 cr with operations in India and International markets.

For more information on the Company, please visit our website www.tataconsumer.com

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