



March 31, 2022

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)

Sub: Newspaper publication pertaining to Notice of Postal Ballot of the Company and Remote E-voting process

Dear Sir/Madam,

Further to our letter dated March 30, 2022, Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, we hereby enclose copies of the Newspaper Advertisement published in **Business Standard (English) all India Edition** and **Aajkaal (Bengali) Kolkata Edition**, on **March 31 2022**, regarding the notice of Postal Ballot and information on Remote E-voting for approval of the below mentioned resolutions:-

Description of the Special Resolutions
To create, offer, issue, and allot equity shares on Preferential Basis, in one or more tranches, 74,59,935 equity shares of the Company having face value of Re. 1 each, at a price of Rs. 765.16 per equity share, for consideration other than cash, (being swap of shares of Tata Consumer Products UK Group Limited, United Kingdom, a subsidiary of the Company (“TCP UK”)) towards payment of the total purchase consideration of Rs. 570.80 crores, payable by the Company to Tata Enterprises (Overseas) AG, (“ Proposed Allottee ”), a minority shareholder of TCP UK, for acquisition of 2,38,71,793 ordinary shares of £1 each, representing 10.15% of the paid-up capital of TCP UK, held by Proposed Allottee.

This is for your information and records.

This will also be hosted on Company’s website at www.tataconsumer.com

Yours Sincerely,

For **Tata Consumer Products Limited**

Neelabja Chakrabarty
Company Secretary

Encl:a/a

TATA CONSUMER PRODUCTS 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

Lethargic progress on clean energy

Centre's ambition to touch 500 Gw by 2030 looks a stretch given the states' record



ISHAAN GERA
New Delhi, 30 March

In January, the Amche Mollem campaign in Goa released a green manifesto. Amche Mollem is a citizens' movement that resists developmental projects in the state. Although the manifesto had received support from all contesting parties in the last election, the issue of clean energy was not highlighted in detail in any of the parties' manifestos.

But this indifference to clean energy is not a Goa-specific problem. None of the parties discussed environmental issues in any detail in their manifestos in any of the five states that went to polls this year — Uttar Pradesh, Goa, Punjab, Uttarakhand and Manipur.

Some did not even mention clean energy. In contrast, the 2019 general election witnessed all parties focusing on clean energy.

Although the government has set ambitious targets to take India's renewable capacity to 500 Gw in 2030, a *Business Standard* analysis shows most states have a long way to achieve that standard.

Energy Statistics 2022 released by the government

indicate that India had utilised only 6.3 per cent of its renewable potential by 2020-21. A target of 500 Gw would translate into the country using a third of its potential.

So, the government would have to increase its grid-interactive installed capacity at least five times by 2030.

But according to 2020-21 figures, among the states with the highest utilisation in that year were Punjab and Uttar Pradesh. Overall, however, only five states had utilised at least 10 per cent of their energy potential.

In 2020-21, Punjab, with 16 Gw of grid-interactive installed capacity, had utilised 22.5 per cent of its renewable potential. Almost two-thirds of the installed capacity was solar, and the utilisation was 34 per cent in the case of solar.

Tamil Nadu had utilised 17.2 per cent of its potential, whereas Uttar Pradesh had utilised 14.7 per cent of its energy potential in 2020-21.

But these numbers are slightly misleading. That's because Uttar Pradesh met most of the renewable energy requirements from biomass, the state had achieved 73 per cent of its biomass potential. To register

THE GAP BETWEEN SOLAR AND WIND POTENTIAL IS HIGHER

(in MW, 2020-21)

	Grid-interactive installed capacity	Potential
■ Small hydro power	4,787	21,134
■ Wind power	39,247	6,95,509
■ Bio-power-BM power/Cogen	9,778	22,538
■ Waste to energy	169	2,556
■ Solar power	40,085	7,48,990
Total Capacity	94,434	14,90,727

Energy Statistics 2022

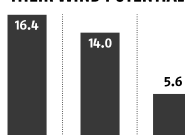
FIVE STATES ACHIEVED OVER 10% OF RENEWABLE POTENTIAL

(Proportion of grid-interactive installed capacity to renewable potential, %, 2020-21)

Punjab	22.5
Tamil Nadu	17.2
Uttar Pradesh	14.7
Haryana	10.2
Karnataka	10.0
Telangana	9.7
Andhra Pradesh	7.8
Gujarat	7.3
West Bengal	6.9
Madhya Pradesh	6.6
India	6.3
Maharashtra	6.2
Kerala	5.4
Uttarakhand	3.8
Rajasthan	3.9
Chhattisgarh	2.9
Himachal Pradesh	2.6
Bihar	2.2
Odisha	1.6
Arunachal Pradesh	1.2
Tripura	1.2
Sikkim	1.0
Goa	0.9
Meghalaya	0.8
Assam	0.5
Nagaland	0.4
Mizoram	0.4
Jharkhand	0.3
Jammu & Kashmir	0.2
Manipur	0.1

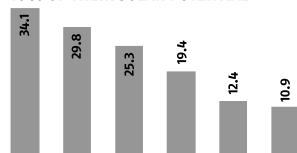
Energy Statistics 2022

ONLY TWO STATES HAVE ACHIEVED OVER 10% OF THEIR WIND POTENTIAL



Source: Energy Statistics 2022

SIX STATES HAVE ACHIEVED OVER 10% OF THEIR SOLAR POTENTIAL



Source: Energy Statistics 2022

further gains, it would need to rely on solar, where it had only installed 7.5 per cent capacity vis-à-vis its potential. On the other hand, Tamil Nadu was one of the few states to rely on wind energy.

Further analysis of data shows that if small hydro projects are excluded, then

the performance of states falls further. On average, 22.6 per cent of small hydro potential had been utilised, whereas the corresponding ratios for wind and solar energy were 5.4 and 5.6 per cent, respectively.

In the case of wind, only two states — Madhya Pradesh

and Tamil Nadu — had achieved over 10 per cent potential. And, six states had reached over a tenth of solar potential. Of these, three (Tamil Nadu, Punjab and Karnataka) had over 25 per cent of grid-interactive installed capacity in proportion to their potential.

Volvo readies to turn its cars into iPhone on wheels

CRAIG TRUDDLE
30 March

Automakers used to compete over who had the latest and greatest hardware on offer: the highest-horsepower engine, the comfiest seats, the silkiest-sounding speakers.

As manufacturers try to turn their vehicles into rolling smartphone-like devices, the race will revolve around the next big things in chips that upgrade infotainment and vision systems, as well as the car's general controls.

"That is really the big change that's happening in the industry," Jim Rowan, a former top executive at BlackBerry and Dyson who started as CEO of Volvo Car last week, said Tuesday.

Rowan, 56, saw the upheaval up close, from the perspective of a major player on the wrong end of the disruption. During his time at BlackBerry, the company more than quintupled revenue to over \$20 billion.

But by the time Rowan left in 2012, BlackBerry's once-dominant brand and operating system had been soundly beaten by Apple's iPhone and Google's Android.

"Obviously, the product stayed the same," Rowan said. "You could make a phone call and you could share some data. But the transformation between a feature phone and smartphone, in a very short period of time, transformed the use of that device a thousand times."

A phone was no longer just a phone. And the same is happening to the car. "A vehicle is a vehicle, but what we're going to do in the journey that we're on is to make so much technology available in that vehicle that it massively expands the use of that next-generation mobility," Rowan said. "All the stuff that you can do in your smartphone will be almost inherently native within the vehicle."

"We're going to have to be a lot more intelligent about the decisions we make around making versus buying software, and we're going to need to understand software at a much more vestral level than before, he said in an interview.

BLOOMBERG

'Rise in input cost very high, impact will be felt next quarter'

Since Russia's invasion of Ukraine, raw material costs have surged for steel companies. SESHAGIRI RAO, joint managing director and group chief financial officer, JSW Steel, tells Ishita Ayan Dutt that this may be temporary as demand-supply dynamics play out. Edited excerpts:

The steel industry is facing headlines with a surge in raw material prices. What impact will it have on JSW Steel?

There is a big impact on cost. Iron ore and coking coal prices have gone up. So has the cost of base metals like zinc and aluminium, and also of ferroalloys and refractories. The overall increase in cost is very large and its impact will be felt next quarter (Q1FY23).

What is JSW doing to mitigate the cost impact?

The impact can be mitigated by changing the blend and source. Or, by passing on the cost to the consumer. But if nothing works, then production has to be cut. The rise in steel prices does not compensate for the cost increase.

China is enjoying a benefit of \$150-\$200 per tonne for coking coal — completely the opposite of the scenario a few months back. China influences most of the Asian prices, and due to the arbitrage — even though steel prices have gone up — it is still at \$900 per tonne. That's not the story in Europe or the US.

For the first time, steel prices in Europe are higher than the US; prices in Europe today are \$700 more than in the US. So, there are these distortions in the market.

Is there a pushback from the market over the increase in steel prices?

We need to understand the demand-supply dynamics. If we look at the rest of the world, other than China, I don't think there is enough to match the fall in supply from Russia and Ukraine. These are supply-side dynamics. On the demand side, it is falling in Europe, which is why it is not producing fully — capacity utilisation is 72-73 per cent right now. So, additional production won't be from Europe.



As far as raw material is concerned, China does not want to import coking coal, and this statement has brought down coking coal prices to below \$600 per tonne. So, there may be a surplus in Russia and the prices we are seeing in the market could be temporary.



SESHAGIRI RAO
JMD & Group CFO,
JSW Steel

But do we know when coking coal prices will come down?

There is a re-routing of trade and there is a surplus from Russia. In that context, I think prices will cool down. It may not happen tomorrow, but the trend is now at its peak and there will be a downward trend.

When would you take a call on a production cut?

If I have to buy coking coal at \$670 and iron ore at \$150, then the cost will be close to \$1,000 per tonne.

including the cost of PCI (pulverised coal injection) and anthracite. In that case, steel prices would have to be above \$1,000, at least, to break even. If raw material prices continue to sustain without an increase in steel prices, then production cuts will be felt across the board, not just in India.

But my view is, raw material prices will come down

Is it possible to offset the increase in raw material cost with exports? Europe has a quota, and one has to live within that quota. Whatever exports are going from Russia, under the quota, are getting redistributed. If they get redistributed, then the quota for India will go up by 300,000 tonne. That is not a very big increase.

How is the domestic demand? Demand from auto is weak right now but okay from other sectors. We are not seeing a slowdown at all this month. Everybody is working to maximise sales in the last month of the financial year. Also, the expectation is that prices will go up further next month, so sales are quite robust this month.

What kind of steel price increase is expected next month?

The price increase since the end of February is around 12 per cent. This increase is not to the OEMs (original equipment manufacturers). From here on, we have to watch what is happening internationally with raw material prices.

You were keen on acquiring RINL and NMDC's steel plant. Given the current market circumstances, would you still be interested?

India will witness incremental demand. How will it be met unless new capacities come in and brownfield happens? There is a possibility of expanding in brownfield, particularly in RINL. You must have seen the kind of bids that have come in for RINL. A few assets are left in the acquisition play, so there will be good interest in both.

PUBLIC ANNOUNCEMENT FOR PENDING CAR RELATED FORMALITIES

This is to inform to all the Customers who have entered into a buy or a sell or transfer transaction (online or offline) through Paix Technology Private Limited ("the Company") that the Company is in the process of Voluntary Liquidation as per Section 59 of the Insolvency Bankruptcy Code, 2016 read with Insolvency and Bankruptcy Board of India (Voluntary Liquidation Process) regulations, 2017 and I/Ms. Nayana Premji Savala has been appointed as liquidator of the Company.

Such customers who have transacted through the Company in the following manner may contact us at the earliest but not later than 30th April, 2022:

A) Direct Customers of the Company (B2C Cases) B) Dealers of the Company (B2B Cases)

In case if you have purchased any car from or through us and if there are any formalities / process pending for the getting the car transferred in your name or for any kind of assistance or documentation that you need from us for the purpose of your respective car transfer, we would request you to please reach out to us on or before 30th April, 2022 for completion of the pending formalities from our end.

In case you fall under the aforesaid categories or have any formalities pending from / with us, we request you to reach out to us on the below mentioned address within 30 days of this announcement.

1. Name of corporate person	PAIX TECHNOLOGY PRIVATE LIMITED
2. Date of incorporation of corporate person	13 th March, 2015
3. Authority under which corporate person is incorporated/registered	Registrar of Companies, Maharashtra, Mumbai
4. Corporate Identity Number	U72900MH2015PTC262707
5. Name of the Liquidator	Ms. Nayana Premji Savala
6. Contact Details (on behalf of the Liquidator)	Name: Ms. Rituparna Bhowmik Email id: paixtech.lqdn@gmail.com Address : 401, 4th Floor, Shree Krishna Plaza, Behind Hind Mata School, Digha, Navi Mumbai, Thane 400 708, Maharashtra, India
7. Date of commencement of voluntary liquidation	17 th January 2022
8. Date of Announcement	31 st March, 2022
9. Last date for contacting us*	30 th April, 2022

*Please note that post the expiry of the aforesaid period, we shall not be liable for any issues / pending formalities related to any vehicles purchased from / sold by us.

Name and Signature of the Liquidator:

Sd/- Nayana Premji Savala

Liquidator

Date: 29th March, 2022

Place: Mumbai

TATA CONSUMER PRODUCTS LIMITED
CIN: L15491WB1962P031425
Registered Office: 1, Bishop Lefroy Road, Kolkata-700020
Tel: +91 033 22813779/3891/4422/47/66053400
E-mail id: investor.relations@tataconsumer.com, Website: www.tataconsumer.com

NOTICE OF POSTAL BALLOT

NOTICE is hereby given that pursuant to the provisions of Sections 108 and 110 of the Companies Act, 2013 ("the Act") read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 ("the Rules"), Secretarial Standard-2 on General Meetings ("the SS-2"), read with General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, read with other relevant circulars including General Circular No. 20/2021 dated December 8, 2021 issued by the Ministry of Corporate Affairs ("MCA Circulars"), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") and other applicable provisions, of the Act, rules, regulations, circular and notification (including any statutory modification(s), clarification(s), substitution(s) or re-enactment(s) thereof for the time being in force), the resolution as set out hereunder is proposed for approval of the Members of Tata Consumer Products Limited ("the Company" or "TCP") as Special Resolution, by way of Postal Ballot only through Remote E-Voting i.e. Voting through Electronic Means, only ("Remote E-Voting").

Description of the Special Resolution

To create, issue, offer and allot equity shares on Preferential Basis, in one or more tranches, 74,59,935 equity shares of the Company having face value of Re. 1 each, at a price of Rs.785.16 per equity share for consideration other than cash, (being swap of shares of Tata Consumer Products UK Group Limited, United Kingdom, a subsidiary of the Company ("TCP UK") towards payment of the total purchase consideration of Rs. 570.80 crores, payable by the Company to Tata Enterprises (Purchases) AG, (Proposed Allottee), a minority shareholder of TCP UK, for acquisition of 2,38,71,788 ordinary shares of £1 each, representing 10.15% paid-up capital of TCP UK, held by Proposed Allottee.

In compliance with the above-mentioned provisions and the MCA Circulars, the Company has circulated the electronic copies of the Postal Ballot Notice dated March 30, 2022 along with the Explanatory Statement pertaining to the said resolutions setting out the material facts and related particulars, on Wednesday, March 30, 2022, to those Members whose names appear in the Register of Members / list of Beneficial Owners maintained by the Company / Depositories as at close of business hours on Friday, March 18, 2022 (i.e. Cut-off date) and whose email address were registered with the Depository Participants or with the Company as on the Cut-off date.

The copy of the Postal Ballot Notice is also available on the Company's website at www.tataconsumer.com, website of Stock Exchanges i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL at www.evoting.nsdl.com.

Instructions for Remote E-Voting:

The Remote E-Voting will commence **Thursday, March 31, 2022 at 09:00 hours IST and ends on Friday, April 29, 2022 at 17:00 hours IST**. Remote e-voting will be blocked by National Securities Depository Limited ("NSDL") immediately thereafter and will not be allowed beyond the said date and time.

The voting rights shall be reckoned on the paid-up value of equity shares registered in the name of Members as on **Friday, March 18, 2022, i.e. the Cut-off date**. Members whose names appear in the Register of Members / List of Beneficial Owners as on the Cut-off Date shall only be considered eligible for the purpose of e-voting and those members would be able to cast their votes and convey their assent or dissent to the proposed resolutions only through the Remote E-Voting process. Any person who is not a Member as on the Cut-off date should treat the Postal Ballot Notice for information purposes only.

Please note that there will be no dispatch of physical copies of Notices or Postal Ballot forms to the Members of the Company and no physical ballot forms will be accepted. Members are requested to carefully read the instructions in this Postal Ballot Notice and record their assent (FOR) or dissent (AGAINST) only through the Remote E-Voting process **not later than 17:00 hours IST on Friday, April 29, 2022**, in order to be eligible for being considered, failing which it will be strictly considered that no vote has been received from the Member.

Members who have not yet registered their email addresses are requested to register the same with their respective DPs in case the shares are held by them in electronic form and with the Company in case the shares are held by them in physical form. **Please refer the notes appended to the Postal Ballot Notice for more details in this regard.**

To facilitate Members to receive this Postal Ballot Notice electronically and cast their vote electronically, the Company has made special arrangement with its Registrar and Share Transfer Agent, TSR Darashaw Consultants Private Limited ("TSR") for registration of e-mail addresses. Eligible Members whose e-mail addresses are not registered with the Company/DPs are required to provide the same to TSR, on or before 17:00 hours (IST) on Wednesday, April 27, 2022, by accessing the link: https://tcp1.linkintime.co.in/EmailReg/Email_Register.html (for more details, please refer to the notes appended to Postal Ballot Notice).

The Board of Directors has appointed Dr. Asim Kumar Chattopadhyay, Practicing Company Secretary (FCS: 2303 & COP No. 880), as Scrutinizer for conducting the Postal Ballot through Remote E-Voting process in a fair and transparent manner. The results of the voting conducted through Postal Ballot (through the Remote E-Voting process) along with the Scrutinizer's Report will be announced by the Chairman or person authorized by the Chairman, on or before Monday, May 2, 2022. The results will also be displayed on the website of the Company, www.tataconsumer.com, under the Investors section and at the Registered Office of the Company, website of Stock Exchanges i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL at www.evoting.nsdl.com.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on toll free no.: 1800 1020 990 and 1800 22 44 30 or send a request to Ms. Pallavi Mhatre, Manager, NSDL at evoting@nsdl.co.in

Members are requested to carefully read all the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through Remote E-Voting.

For Tata Consumer Products Limited

Place : Mumbai
Date : March 30, 2022

Neelajba Chakrabarty
Company Secretary
Membership No.: ACS 16075