

TATA CONSUMER PRODUCTS LIMITED

MARKETING & COMMUNICATION POLICY

October 03, 2023

Tata Consumer Products Limited (TCPL) is a focused consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella. The Company's current portfolio of products includes tea, coffee, water, salt, pulses, spices, ready-to-drink, ready-to-cook and ready-to-eat offerings, breakfast cereals, snacks, and mini meals. TCPL 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 Copper+ and Tata Gluco+. Its foods portfolio includes brands such as Tata Salt, Tata Sampann and Tata Soulfull. TCPL has a reach of over 200 million households in India. For more information on the Company, please visit our website www.tataconsumer.com.

The Company ensures responsible marketing through demonstration of the below.

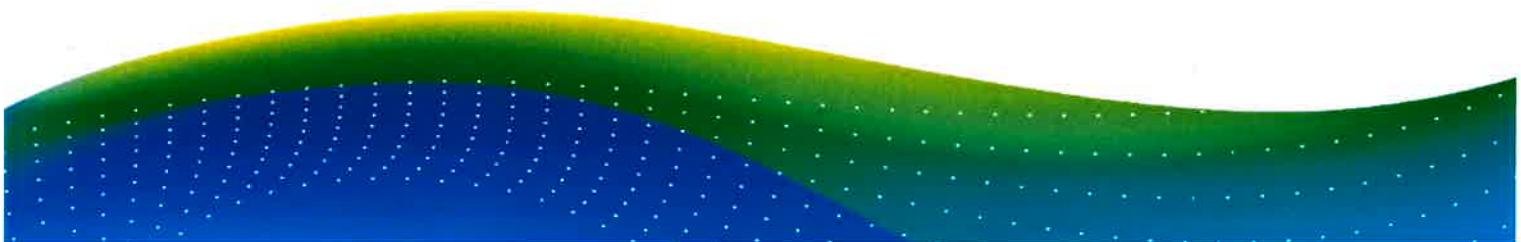
Scope of Marketing and Communication Policy: This policy encompasses all forms of communication or actions directed towards promoting products or influencing consumer behaviour. It includes aspects such as brand names, packaging, labelling, consumer insight planning, market research, trade advertising, sales materials, brand merchandising, sponsorship, all forms of advertising (television, radio, print, digital media, OOH), promotional activities, events, and product placements. This also includes 'advergaming,' whether created by TCPL or its partners and third-party agencies.

Responsibility in Marketing and Branding: TCPL is committed to developing, producing, marketing, labelling, and selling all its products in alignment with the prevailing regulations in the country. The company has created internal guidance documents on communications mandate sheets based on the existing rules and regulations of the country.

TCPL has also proactively shared the mandate sheet with its partner agencies to ensure compliance from the design stage. Additionally, we engage in purpose-led marketing, exemplified by the "Jaago Re" campaign, which aims to raise awareness and sensitise the public on pertinent topics requiring attention and being instrumental in encouraging change on-ground and moving people towards collective action.

Must Dos: Individuals involved in TCPL marketing activities (employees, partners, agencies) must:

- Always adhere to applicable regulations of the country.
- Provide truthful, accurate, and transparent descriptions of our products/services, including factual and, where relevant, nutritional information.
- Ensure consumers and customers have sufficient information to understand how to use our products and services.
- Support our marketing claims with adequate evidence.
- Comply with our marketing principles and standards, including those related to vulnerable populations viz. children, women, and on social media.
- Consider the environmental impact of marketing activities, including new product development, marketing activation plans, packaging, and content recycling.



Must Notes: Individuals involved in TCPL marketing activities (employees, partners, agencies) must not knowingly:

- Manipulate images in marketing communications to mislead consumers.
- Misuse technical data or use scientific terminology in a misleading manner.
- Associate our products or services with themes, figures, or images likely to cause offense to any religion, region, linguistic group, nationality, caste, culture, gender, race, sexual orientation, age, disability, or any other minority group.
- Advertise in media known for promoting violence, pornography, or include behaviour which is considered inconsistent with applicable journalistic and media norms.

Responsible Marketing Principles for Better:

1. Responsible Advertising & Communication

- Ensure all marketing is legal, decent, honest, and supported by evidence.
- Commit to honest and transparent communication in all marketing efforts.
- Avoid using offensive or controversial content in advertisements.
- Avoid misleading the consumers or omitting key information; Ensure all product claims are backed by scientific evidence where applicable.
- Present product information in a clear and understandable manner.
- Avoid deceptive advertising, false claims, and misleading information.

2. Be Transparent about our Products & Marketing Intentions:

- Provide all relevant information about ingredients on packaging, as may be relevant or required.
- Clearly label marketing communications as such, without knowingly disguising their commercial purpose.
- Prioritize the safety of products and provide clear usage instructions wherever relevant.
- Promptly recall and address any product safety issues or defects.
- Clearly provide product information and provide dietary guidelines, as relevant.
- Avoid targeting vulnerable populations while marketing the products.
- Disclose financial relationships with endorsers or influencers, as required.
- Be factual on claims relating to sourcing of ingredients, production processes, and known social or environmental impacts.

3. Compliance with Regulations:

- Stay up to date with all relevant marketing and advertising regulations of the country.
- Ensure full compliance with all advertising and labelling laws.

4. Protect Consumer Data & Privacy:

- Strictly adhere to data privacy laws and respect consumers' rights over their personal data.
- Clearly communicate personal data collection and usage practices to customers.

TATA CONSUMER PRODUCTS LIMITED

- Respect consumers' privacy and handle data responsibly; Obtain explicit consent for personal data collection and sharing.
- Evolve with changing digital habits and regulatory expectations.

5. Responsible Marketing to Children:

- Exercise caution when marketing to children.
- Support parents' efforts to serve as the gatekeepers of sound nutrition for their children and not undermine parental authority.

6. Represent and Portray Diversity & Inclusion:

- Portray diversity and avoid offensive content; Endeavour to represent diversity of cultures, backgrounds, and perspectives in marketing materials.
- Avoid stereotypes or discriminatory content.
- Promote industry-standard diversity and inclusion practices.

7. Customer Feedback and Complaints:

- Actively encourage and address customer feedback and complaints.
- Use feedback to improve products and services.

8. Drive Meaningful Sustainable Impact:

- Innovate to reduce environmental impact - Promote eco-friendly packaging and product design.
- Avoid overstating sustainability attributes of products.
- Address sustainability throughout the product lifecycle, from sourcing to disposal.

9. Continuous Improvement:

- Regularly review and update the marketing policy to align with evolving ethical and sustainability standards.
- Conduct internal audits to ensure policy compliance.

This policy emphasizes responsible marketing practices, transparency, and adherence to regulations while promoting ethical and inclusive branding for TCPL's products.

For and on behalf of Tata Consumer Products Limited



Sunil D'Souza
Managing Director & CEO