



March 14, 2024

**National Stock Exchange of India Limited**  
Exchange Plaza, C-1, G Block  
Bandra Kurla Complex,  
Bandra (E)  
Mumbai 400 051  
Scrip Code –TATACONSUM

**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400001  
Scrip Code - **500800**

**The Calcutta Stock Exchange Limited**  
7 Lyons Range  
Kolkata 700 001  
Scrip Code – **10000027**  
**(Demat) 27 (Physical)**

**Ref.: Approval of the Share-based Long Term Incentive Scheme 2024**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 ('Listing Regulations'), this is to inform you that the Board of Directors, at its meeting held today, i.e., March 14, 2024, based on the recommendation of the Nomination and Remuneration Committee, has approved the Share-based Long Term Incentive Scheme 2024 for grant of Performance Share Units ("PSUs") to the eligible employees of the Company and its subsidiaries, as per the SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021, subject to approval of the shareholders.

Pursuant to the Scheme, the Company would be issuing PSUs not exceeding 9,00,000, in one or more tranches, that would entitle the Grantees to acquire, in one or more tranches, not exceeding 9,00,000 Equity Share constituting 0.1% of the Company's present paid-up Equity Share Capital,

We request you to take this on record and to treat the same as compliance with the applicable provisions of the Listing Regulations.

Yours truly,

For **Tata Consumer Products Limited**

**Sivakumar Sivasankaran**  
Chief Financial Officer

**TATA CONSUMER PRODUCTS LIMITED**

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

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Corporate Identity Number (CIN): L15491WB1962PLC031425

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