

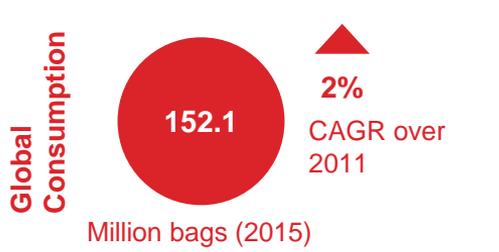
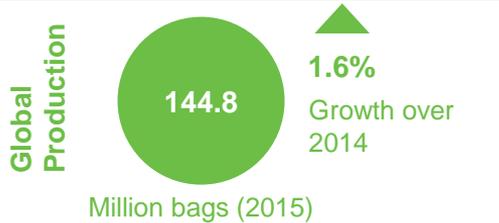
73rd Annual General Meeting

July 26, 2016

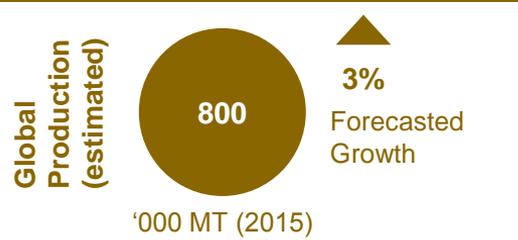
Financial Year 2015-16
Presented by
Sanjiv Sarin
Managing Director & CEO

Category Overview

Green Bean



Instant Coffee



Consumption is exceeding production

Coffee is an exciting and growing category

Global Markets



Brazilian Real devaluation put pressure on green bean terminals, Russian Ruble devaluation led to inflationary pressures and affected Instant Coffee imports.

Financial Highlights (Standalone)

Strong performance
in the face of market uncertainties.



Key Focus Areas and Operating Highlights

1

Customer Focus



Products developed to match customer expectations.
Strong performance in Russia and Africa.

Key Focus Areas and Operating Highlights



- Direct to Roasters.
- Partnered with Tata Global Beverages in the launch of Tata Coffee Grand.
 - Rainforest Certification extended to Instant Coffee.
 - Rainforest Alliance & Trustea certification for Tea.

2

Disintermediation
Differentiation
Premiumization

Focused on “premiumized” product offerings driven by quality and sustainability in key markets.

Key Focus Areas and Operating Highlights



- Instant Coffee plants honoured by the CII-ITC Sustainability Awards and the National Energy Conservation Awards.
- Augmented Rainwater harvesting capacity,
- Solar Plant commissioned at Theni.
- Continual support to Swastha, Girl Child Nutrition, Women Self Help Groups and RIHP
 - Employees volunteered for Chennai Flood Relief, Child & Elderly and Terminal Patient Care.

3

Sustainability & Responsibility



A heartening sight was the voluntary contribution of salary offered by the workers towards Chennai Flood Relief.

4

Quality Products & Packaging



Washed Robusta based Instant Coffee.
Our “Co-Developed” packaging won the “Can of the Year” Award by CanMaker Magazine UK.
Specific emphasis of “Co-creation” with customer.

Other Highlights

Tea



Focused on crop, quality and cost control.
Rainforest Alliance and Trustea certification.

Pepper



Timed sales to maximize premiums in a rising market.

Plantation Trails



Focused efforts on increasing occupancy, relationships and digital marketing.

Starbucks Roastery



- Significant growth over last year.
- Exclusive roasting for Tata Starbucks JV and India Estate Blend.

Tata Coffee Grand



Marketed and distributed by Tata Global Beverages

A unique blend of coffee with decoction crystals developed after extensive research



Jointly developed by Tata Coffee and Tata Global Beverages, Tata Coffee Grand has been well received by the consumers.

People & Capability

Significant
augmentation
of
management
teams

Internal talent
rotation

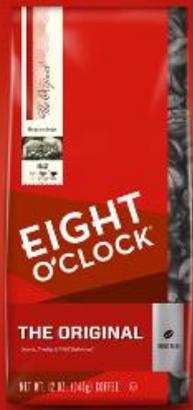
Focus on key
strategic
opportunities



Eight 'O' Clock



Market share up by 0.1%. 1 mn HH added.
 Performance affected due to higher costs and lower revenues per pound (Lb).



The Original



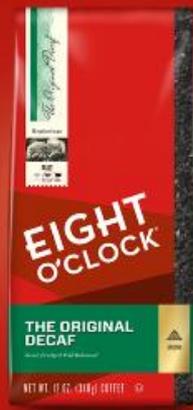
Dark Italian



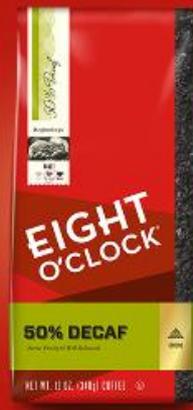
Dark Italian Roast



French Roast



The Original Decaf



50% DECAF

Consolidated Performance (FY 15-16) and Market Cap

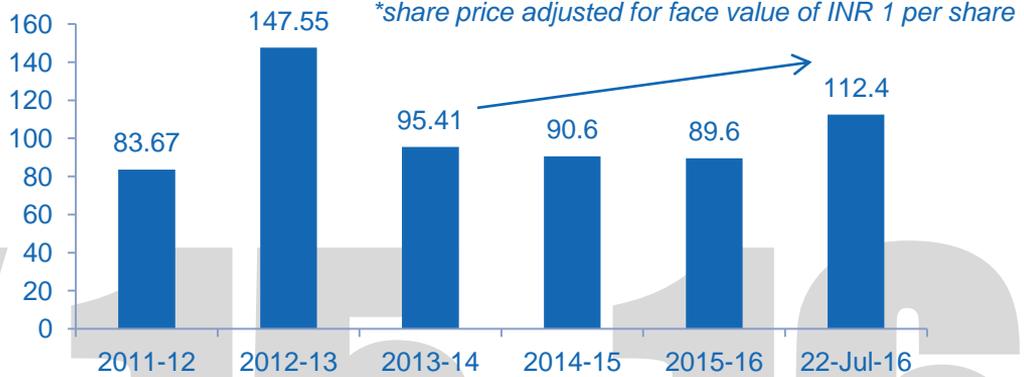
Turnover (Consolidated) INR Crs

**INR
1764
Cr**

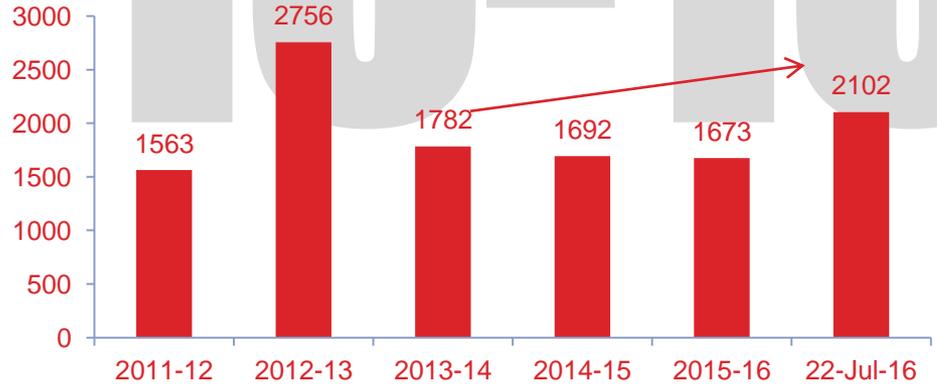
Profit After Tax (Consolidated) INR Crs

**INR
118
Cr**

Share Price (Closing)



Market Capitalisation (INR Cr)



Thank you
