



October 20, 2022

**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)

**Sub: Press Release & Investor Presentation - Financial Results for the quarter and half year ended September 30, 2022**

Dear Sir/Madam,

We enclose a copy of the Press Release and Investor Presentation with regard to the Company's Unaudited Financial Results for the quarter and half year ended September 30, 2022.

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

Thanking you,

Yours Sincerely,

For **Tata Consumer Products Limited**



**Neelabja Chakrabarty**  
**Company Secretary & Compliance Officer**

*Encl.: as above*

**TATA CONSUMER PRODUCTS LIMITED**

11/13 Botawala Building 1<sup>st</sup> 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

Oct 20<sup>th</sup>, 2022**Results for the Quarter ended 30<sup>th</sup> September 2022****Consolidated Results:**

**Revenue from Operations for the quarter at Rs 3,363 Crs up 11%. For six months ended, Revenue at Rs 6,690 Crs up 11%**

**Consolidated EBITDA for the quarter at Rs 438 Crs, grew 4% and for six months ended EBITDA at Rs 897 Crores grew 9%.**

**Group Net Profit for the quarter at Rs 389 Crs grew 36%, Group Net Profit for six months at Rs 666 Crs grew by 37%**

**Tata Consumer Products Ltd.** today announced its results for the quarter ended 30<sup>th</sup> September 2022.

For the quarter, Revenue from operations increased by 11% (10% in constant currency) as compared to the corresponding quarter of the previous year. Profit before exceptional items and tax at Rs 370 Crores is 2% higher reflecting the impact of inflationary pressures, weakness in currency and some lag in pricing in the International business. Group Consolidated Net Profit at Rs 389 Crores is higher by 36%

**Some of the key Business updates are:****India**

- For the quarter, the India Packaged Beverages business recorded 7% revenue decline due to pricing corrections and overall softness in the category. We continued to record volume market share gains in branded tea.
- Coffee continued its strong performance with a revenue growth of 39% during the quarter.
- We continued the momentum on innovation with the launch of Tata Tea Gold Saffron- signature Assam tea with natural saffron flavour, and the launch of a new season range for Sonnets by Tata Coffee- our premium coffee range.

**TATA CONSUMER PRODUCTS LIMITED**Kirloskar Business Park, 3<sup>rd</sup> & 4<sup>th</sup> Floor, Hebbal, Bangalore – 560 024

Tel: 91-80-6717 1200 | Fax: 91-80-6717 1201

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- We continued to drive premiumisation, as the premium tea portfolio continued to grow faster than the base portfolio.
- Tata Tea Premium celebrated 75 years of India's Independence with a special collection of tin cans, teacups, and plates commemorating great moments of pride from India's post independence history.
- Tata Tea Gold launched its festive edition series celebrating the various art forms of West Bengal, bringing alive the joy of Durga Puja. Chakra Gold Tea launched an exclusive campaign in AP & Telangana during Navaratri supporting Kondapalli toys, an art form with a rich tradition in these states. Tata Tea Kanan Devan recorded its highest-ever volumes in Kerala led by on-ground activations during Onam.
- For the quarter, the India Foods business registered 29% revenue growth despite an elevated base that saw 23% growth in the same period last year.
- The salt portfolio continued its momentum and recorded double-digit revenue growth during the quarter despite a high base in Q2 last year. The salt portfolio also continued to record market share gains.
- Tata Salt Immuno was launched with new & improved packaging to better showcase the Zinc proposition. The brand was successfully launched in newer markets in the western part of the country.
- The Tata Sampann portfolio recorded strong double-digit growth led by broad based performance across pulses, poha and spices.
- Tata Sampann launched a new campaign with Manoj Bajpayee to build awareness about the goodness of unpolished pulses and the promise of Tata Sampann. <https://www.youtube.com/watch?v=WVF0kjHuUrA>
- Tata Sampann spices launched a customized mix for AP and Telangana to better serve the South Indian market. The spices range expanded its portfolio in India into high-value spices with the launch of Asafoetida (Hing).
- Tata Sampann Dry Fruits is scaling up well with strong growth and share gains across e-commerce platforms.
- Tata Consumer Products launched another addition to its protein platform with the launch of Tata GoFit- plant protein powder, a health supplement range for women who are on their journey to be fitter every day. Tata GoFit has been specially developed for women and has an innovative and differentiated formulation with digestion-friendly enzymes and gut-friendly probiotics.

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<https://www.tataconsumer.com/news/tata-consumer-products-enters-health-supplements-segment-launches-plant-protein-powder-under>

- We relaunched our Ready-To-Eat (RTE) business (formerly Tata Q) under the new brand name of Tata Sampann Yumside with a revamped and expanded portfolio. This includes reformulation of existing products to enhance overall consumer experience and expansion into the ethnic Ready to Eat (RTE) category. The brand will also be launching ethnic innovations in the Ready to Cook (RTC) category. <https://www.tataconsumer.com/news/tata-consumer-products-renovates-and-rebrands-tata-q-tata-sampann-yumside-new-and-larger-range>
- Tata Soufull delivered strong growth during the quarter. Tata Soufull Masala Oats+, a 'better for you' offering with oats and millets, saw good consumer response across key channels. A new enhanced Tata Soufull millets muesli with 25% millets was launched to further strengthen the health proposition and provide a better crunchier taste experience to consumers.
- NourishCo sustained strong growth momentum during the quarter with a 63% revenue growth led by growth across products and geographies. Himalayan recorded excellent growth and continued to remain EBIT positive during the quarter. Himalayan honey and preserves saw good consumer response. The Himalayan brand celebrated 'Himalayan Day' by partnering with Ladakh marathon for the world's highest Ultra Marathon 'Himalayan Khardungla Challenge 2022' with the objective of giving back to its source and supporting the cause of protecting local communities affected by melting Himalayan glaciers in the Ladakh region. <https://www.tataconsumer.com/news/himalayan-celebrates-himalayan-day-support-communities-affected-melting-himalayan-glaciers>
- We reached new milestones in our Sales & Distribution transformation agenda. Our direct reach is now 1.4 million outlets and the number of our super stockists has grown by 20%
- We continued to see strong growth in alternate channels, with Modern Trade channel growing 18% YoY. The Ecommerce channel grew 40% contributing to 9.2% of India business sales. Additionally, alternate channels continued to support the innovation agenda with 11% of Ecommerce revenue coming from NPD (New Product Development) sales during the quarter.

### **International**

- For the quarter, the International Beverages business revenue grew 7%
- In the UK, TCPL became the third largest branded tea company by market share, displacing Twinings.

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For immediate use

**PRESS RELEASE**

- Teapigs in UK launched an iced tea range supported with ‘Summer of teapigs’ campaign across print and digital platforms.
- Eight O’ Clock (EOC) coffee in the USA recorded share gains, with EOC K cups growing ahead of the category.
- The newly launched Tetley Sweet Tea Cold Brew strengthened our presence in the specialty tea segment in the USA. Tetley Irish Breakfast tea continued to do well led by distribution gains and ongoing promotion activity.
- In Canada, launched a new range of teas under Tetley Live teas. The range features 3 variants – Live Cool (Peppermint spearmint), Live Bold (Cinnamon chai rooibos) and Live Calm (Camomile, spearmint, orange)

### **Tata Starbucks**

- Tata Starbucks recorded strong revenue growth of 57% for the quarter, led by normalized store operations and a revival in out of home consumption.
- Started its 10<sup>th</sup> anniversary celebration with ‘Brew your own Starbucks’ campaign giving customers a chance to create beverages to be featured on the menu.
- Opened 25 new stores during Q2, the highest ever number of quarterly store openings in its history and entered 5 new cities. This brought the total number of stores to 300 across 36 cities.

### **Awards Update**

- Tata Consumer Products has been ranked in Kantar India as Brand Footprint Report 2022 as the 5<sup>th</sup> Most Chosen FMCG Brand in India.
- Tata Tea was awarded as the ‘Most Purposeful FMCG brand’ in India by Kantar Brandz 2022 Most Valuable Indian Brands.
- Tata Tea Chakra Gold won the Brand of the Year at Exchange4media’s Indian Marketing Awards South 2022.
- Tata Consumer Soufull emerged as the winner of exchange4media D2C award at the e4m D2C Revolution Awards 2022.
- Tata Consumer Products’ Beverages packaging centres in Gopalpur & Kellyden won Silver in the India Green Manufacturing Challenge 2021-22 by the International Research Institute for Manufacturing.

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- Tata Consumer Products won Gold for the Best Business/ Financial Content (Print) at the India Content Leadership Awards & Conference 2022 by Inkspell & India Creative Industries Council.

**Sunil D'Souza, Managing Director & CEO of Tata Consumer Products said**

“We delivered another quarter of double digit revenue growth while balancing margins despite inflationary pressures, weakness of currency and some lag in pricing in International Markets.

While the branded tea category in India is tepid, we continued to gain volume market share. In our other core business of salt, despite significant inflation-led pricing, we have continued to gain market share and strengthen our leadership position. We have accelerated the pace of innovation this year with the number of new launches being twice as much as the same period last year. Our new engines of growth- Tata Sampann, NourishCo, Tata Soulfull have delivered significant growth and are expanding their portfolio and reach. Our out of home businesses- NourishCo and Tata Starbucks have recorded strong growth during the quarter.

While unprecedented inflation & adverse currency movements in our International business have weighed on our margin this quarter, we will be driving structural cost-saving initiatives to improve the trajectory going forward. Our transformation agenda to become a leading FMCG company continues to be on track. We are making consistent progress in expanding our reach across channels, strengthening our innovation capabilities, and embedding digital transformation across the organization. We will continue to stay focused on growth while fuelling our new businesses.”

**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 and ready-to-eat 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 Soulfull. In India, Tata Consumer Products has a reach of over 201 million households, giving it an unparalleled ability to leverage the Tata brand in consumer products. The Company

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has a consolidated annual turnover of ~Rs. 12,400 Crs with operations in India and International markets. Last 10-year financials are available on [Historical financial data](#).

For more information on the Company, please visit our website [www.tataconsumer.com](http://www.tataconsumer.com)

**Disclaimer:**

*Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The Company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events.*

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# Investor Presentation

For the quarter ended September 2022

**TATA** CONSUMER PRODUCTS

20<sup>th</sup> October 2022

A decorative graphic at the bottom of the slide featuring a wavy, multi-colored gradient (yellow, green, blue) with a pattern of small white dots.

FOR BETTER



## Disclaimer

Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events.

# Agenda

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# We are Tata Consumer Products



Largest salt brand in India



2<sup>nd</sup> Largest tea brand in India



4<sup>th</sup> largest tea brand in UK & largest tea brand in Canada



4<sup>th</sup> largest R&G coffee brand in USA



National brand in pulses, spices and mixes



#1 natural mineral water brand in India

## In a nutshell



Integrated F&B company with rich heritage of Tata, aspiring for a larger share of the FMCG World



#2 branded tea player globally



₹ 12.4K crore consolidated revenue in FY22 with current market cap of ~₹74k\* Cr



Reach north of 200mn households in India and distribute to ~2.7mm retail outlets



Among the top 10 FMCG companies in India



~3000 employees worldwide

\* As of 30<sup>th</sup> Sep 2022

01

# Executive Summary

# Executive Summary

- During the quarter, Consolidated Revenue grew 11% YoY (10% constant currency), despite a difficult demand environment. On a 3-year CAGR basis, this translates to ~13% revenue growth.
- Consolidated EBITDA for the quarter grew 4%, with EBITDA margin down 100bps YoY, impacted by International business profitability. Consolidated EBITDA for H1FY23 grew 9%.
- During the quarter, India business<sup>1</sup> grew 9% driven by
  - India Beverages<sup>2</sup> business decline of 2%, with a 1% volume decline, on a 3-year CAGR basis, the business grew revenues at 14% p.a.
  - India Foods<sup>3</sup> business growth of 29%, with flat volumes, on a 3-year CAGR basis, the business grew revenues at 22% p.a.
- International business revenue was up 7% during the quarter (+6% constant currency).
- EBITDA for the India business grew 24% YoY however inflationary pressures, currency weakness, and lag in pricing in the International business dragged down the Consolidated EBITDA.
- Volume market share gains continued in both the core categories of tea & salt, even as value market share in tea declined marginally due to price cuts.
- Growth businesses continued their strong trajectory, growing 50% YoY during the quarter.
- This year we have accelerated our innovation efforts, with # of NPD launches in H1 at 2X last year.
- We have relaunched our Ready-To-Eat (RTE) business (formerly Tata Q) under the new brand name of Tata Sampann Yumside with a revamped and expanded portfolio. The portfolio will be launched as Tata Raasa in the International markets.

<sup>1</sup> Includes India beverages & India Foods business, including NourishCo.

<sup>2</sup> Including NourishCo revenue, but volume doesn't include Nourishco volumes

<sup>3</sup> Including Tata Soufull, Tata Q revenues. Volume doesn't include Soufull/Tata Q volumes

02

# Performance Overview



# Key Businesses snapshot – Q2FY23



India Business



International Business



In ₹ Cr  
(unless specified)

	India Beverages	India Foods	US Coffee	International Tea	Tata Coffee (incl. Vietnam)	Consolidated
<b>Revenue</b>	1,238	922	376	463	342	3,363
<i>Revenue Growth</i>	-2%	29%	25%	-4%	41%	11%
<i>Constant currency growth</i>			16%	-0%	39%	10%
<i>Volume Growth</i>	-1%	0%	-2%	-5%	-1%	

Key Brands



**Note:**

- India Beverages revenue includes India Packaged Beverages + NourishCo (subsidiary effective May'2020), but volume doesn't include Nourishco volumes
- India Foods revenue includes Tata Soufull (subsidiary effective Feb'21) and Tata Smartfoodz (subsidiary effective Nov'21)
- International tea business includes UK, Canada, USA, Australia, Europe and Middle East (Middle East has been regrouped from India Beverages in FY21 to International tea from FY22)
- Tata Coffee incl. Vietnam and excl. USCoffee (EOC)
- Consolidated revenue includes other non-branded business and Inter-segment eliminations

# Key Businesses snapshot – H1FY23



India Business



International Business



In ₹ Cr  
(unless specified)

	India Beverages	India Foods	US Coffee	International Tea	Tata Coffee (incl. Vietnam)	Consolidated
<b>Revenue</b>	2,547	1,758	732	944	644	6,690
<i>Revenue Growth</i>	1%	24%	23%	-1%	33%	11%
<i>Constant currency growth</i>			16%	2%	31%	10%
<i>Volume Growth</i>	0%	-1%	-2%	-4%	3%	

Key Brands



no airs. no graces. just fine tea.



**Note:**

- India Beverages revenue includes India Packaged Beverages + NourishCo (subsidiary effective May'2020), but volume doesn't include Nourishco volumes
- India Foods revenue includes Tata Soulfull (subsidiary effective Feb'21) and Tata Smartfoodz (subsidiary effective Nov'21)
- International tea business includes UK, Canada, USA, Australia, Europe and Middle East (Middle East has been regrouped from India Beverages in FY21 to International tea from FY22)
- Tata Coffee incl. Vietnam and excl. USCoffee (EOC)
- Consolidated revenue includes other non-branded business and Inter-segment eliminations

# Group Performance at a glance – Q2FY23



₹ 3,363 Cr.



₹ 438 Cr.



₹ 370 Cr.



₹ 389 Cr.



₹ 303 Cr.



~₹ 2,013 Cr.

	Revenue	EBITDA	PBT (bei)^	Group Net Profit	Group Net Profit (bei)^	Net Cash\$
<b>Growth (Y-on-Y)</b>	<b>11%[10%] #</b>	<b>4%</b>	<b>2%</b>	<b>36%</b>	<b>2%</b>	
<b>Margin%</b>		<b>13.0%</b>	<b>11.0%</b>	<b>11.6%</b>	<b>9.0%</b>	
<b>Margin expansion (Y-on-Y)</b>		<b>-80 bps</b>	<b>-100 bps</b>	<b>+220 bps</b>	<b>-80 bps</b>	
<b>EPS</b>				<b>3.56 (EPS)</b>		
<b>EPS Growth (Y-on-Y)</b>				<b>+22% (EPS)</b>		

# [ ] is the constant currency growth

^ before exceptional items

\$ Cash and Cash equivalents (net of total borrowings) as at September 30, 2022

# Group Performance at a glance – H1FY23



₹ 6,690 Cr.



₹ 897 Cr.



₹ 774 Cr.



₹ 666 Cr.



₹ 598 Cr.



~₹ 2,013 Cr.

	Revenue	EBITDA	PBT (bei)^	Group Net Profit	Group Net Profit (bei)^	Net Cash\$
<b>Growth (Y-on-Y)</b>	<b>11%[10%]#</b>	<b>9%</b>	<b>10%</b>	<b>37%</b>	<b>19%</b>	
<b>Margin%</b>		<b>13.4%</b>	<b>11.6%</b>	<b>10.0%</b>	<b>8.9%</b>	
<b>Margin expansion (Y-on-Y)</b>		<b>-20 bps</b>	<b>+0 bps</b>	<b>+190 bps</b>	<b>+60 bps</b>	
<b>EPS</b>				<b>6.33 (EPS)</b>		
<b>EPS Growth (Y-on-Y)</b>				<b>29% (EPS)</b>		

# [ ] is the constant currency growth

^ before exceptional items

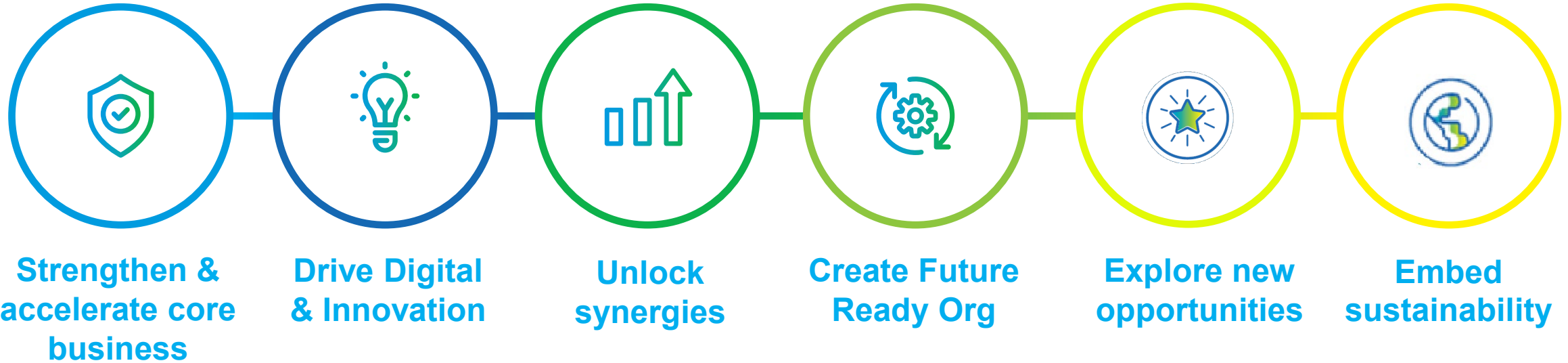
\$ Cash and Cash equivalents (net of total borrowings) as at September 30, 2022

03

# Progress against Strategic Priorities

# Strategic Priorities

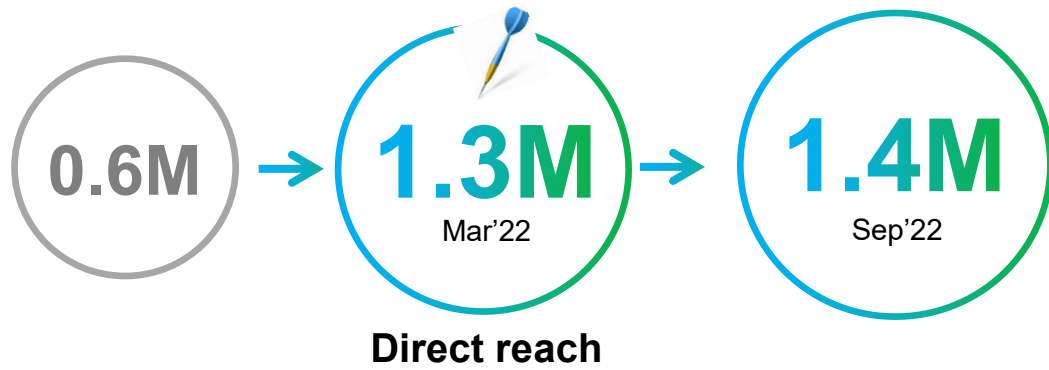
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# Making consistent progress on reach

## Strong impetus reach



## Alternate channels fuelling Growth and Innovation agenda



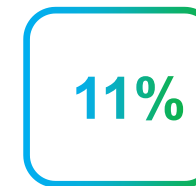
## E-commerce continues to be a strong pillar & testing ground for NPDs



9.2% of Sales



YoY



NPD contribution

## Ecommerce

<sup>1</sup> Sep'22 vs Mar'22  
All numbers above are for Q2FY23, and growth is for Q2FY23 vs Q2FY22



# Powering our brands – India Packaged Beverages



Tata Tea Premium, celebrated 75 years of India's Independence with a special collection of Tin cans as well as Teacups and plates commemorating great moments of pride from India's post-independence history



Tata Tea Gold brought to life the story of Premalata Agarwal, the first Indian woman to climb 7 summits. This TVC is the first in a series of films made to bring alive real and inspiring stories of today's women.



Tetley activated the campaign for Tetley Naturally Sweet variant Mango, which addresses the biggest barrier in the green tea category – taste.



Coffee Sales (Val)

+39%



TTG care as % of TTG **4.8%**

## Market share - Tea



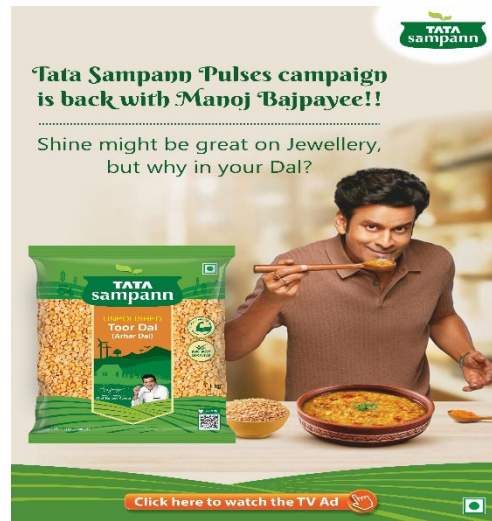
Volume : +46 bps, Value: -20 bps<sup>1</sup>

All numbers are for Q2FY23, and growth is vs Q2FY22

<sup>1</sup> Source: Nielsen –MAT basis, Aug'22 vs Aug'21



# Powering our brands – India Foods



Tata Sampann launched a new campaign with Manoj Bajpayee to build awareness about the goodness of unpolished pulses and the promise of Tata Sampann



Tata Sampann Spices has launched a customized mix for AP and Telangana, to better serve the South India market



Tata Sampann Spices expands its offerings to Asafoetida (Hing) The launch helps us expand into high-value spices

Market share



Salt 128bps<sup>1</sup>

<sup>1</sup> Source: Nielsen –Value Share, MAT basis, Aug'22 vs Aug'21





# Continuing the momentum on innovation

## Tata Tea Gold Saffron



Signature Assam tea with natural 'Saffron' flavour to give consumer the experience of luxury tea

## Sonnets premium R&G coffee



Launch of new season range with revised nomenclature and Tag architecture

## Tata Sampann Shahi Besan Plus



Launch of Blended besan variant for crispy texture

## Tata Sampann Hing



Launch of Hing in pure spices range to add to our existing portfolio

## Tata Soulfull Millet Muesli



Launch of the new enhanced Tata Soulfull millet Muesli with 25% millets (up from 13% earlier)



# Tata Q relaunch - Tata Sampann Yumside & Tata Raasa



Post acquisition of TSFL, the strategic direction on the ready foods portfolio was to establish leadership in the domestic market and foray into international markets

## Domestic portfolio revamped in line with category and consumer needs

- Re-launch as “Tata Sampann Yumside” to leverage Sampann brand equity
- Proposition crafted to address category consumption barriers - **“Yum Meals with Home-style Goodness”**
- **Portfolio refresh** - revamped RTE portfolio by improving recipes and expanding into the ethnic range
- Entered the fast-growing category of Ready-to-Cook (RTC)

## Launch Indian RTE in International markets under the brand “Tata Raasa”

- Indian exports of RTE is a significant market growing in double digits
- TCPL will foray into the segment with a new brand “Tata Raasa” starting with the US, UK, and Canada in Q3 FY23



# A look at our F&B platforms

## Current core



Tea, Coffee



Salt

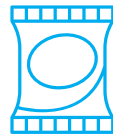
## Pantry platform



Pulses, spices



Besan, poha, other staples



RTCs



Dry Fruits

## Liquids platform



Water



RTDs

## Mini-meals platform



Breakfast cereals



RTEs



Snacks

## Horizon 3



Protein platform





# Another addition to the Protein platform



The Indian protein supplement market was estimated at **INR 2000Cr** in '21<sup>1</sup>

It is expected to grow at a CAGR of ~18% over 2022-27, reaching **INR 5000Cr** by '27<sup>1</sup>

The plant-based protein supplement market growth is being driven by 3 key factors:

- Growing interest in 'feel-good' fitness beyond physicality
- Active search for more 'natural' alternatives
- Increase in understanding of nutraceuticals

The category is on a structural uptrend enabled by digital

- A 2017 survey shows that **73%** of Indians are deficient in protein<sup>2</sup>
- 50%+** of the population in the age bracket of 15-49 years is digitally connected with global trends and looking to improve their lifestyle<sup>3</sup>
- ~40%+** of the category sells digitally on marketplaces, D2C sites and health stores<sup>1</sup>

<sup>1</sup> iMarc Analysis, Feb 2022

<sup>2</sup> Observer Research Foundation

<sup>3</sup> Internal and external estimates

# New engines of growth



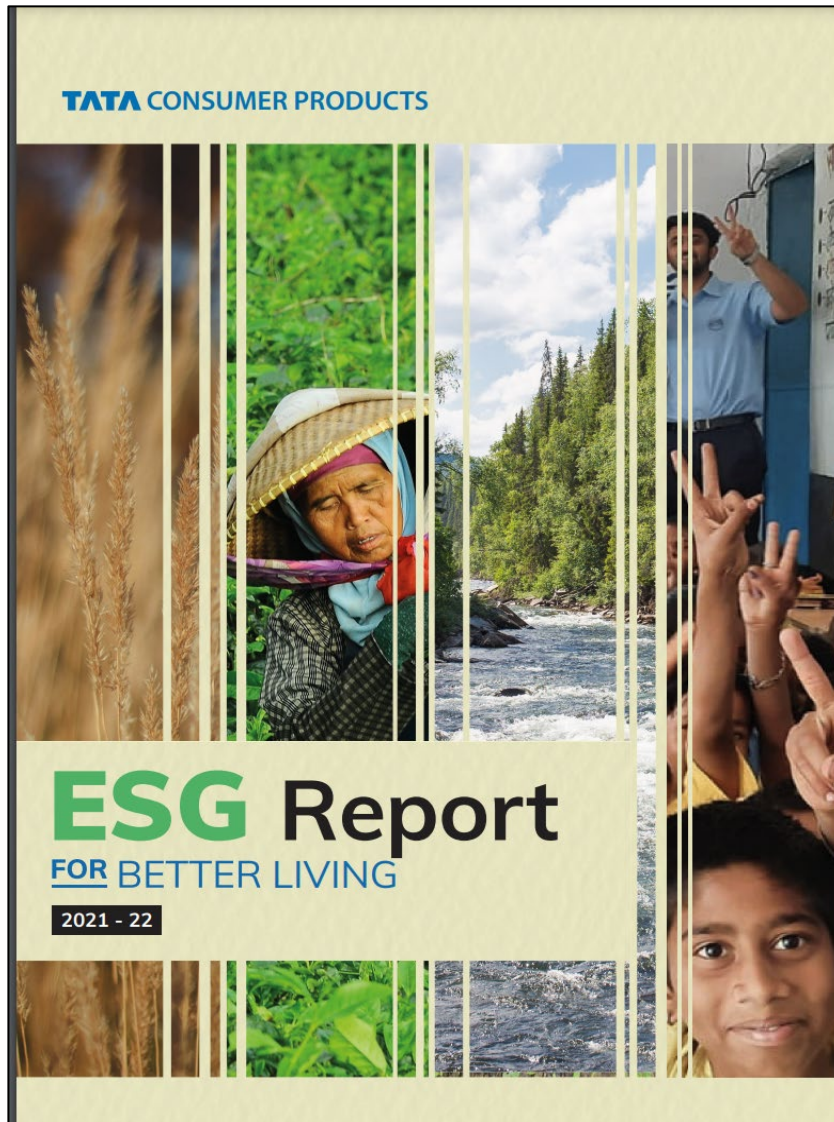
YoY Revenue growth – Q2FY23

↑ 50%





# ESG Report – For Better Living



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[For the report click here](#)



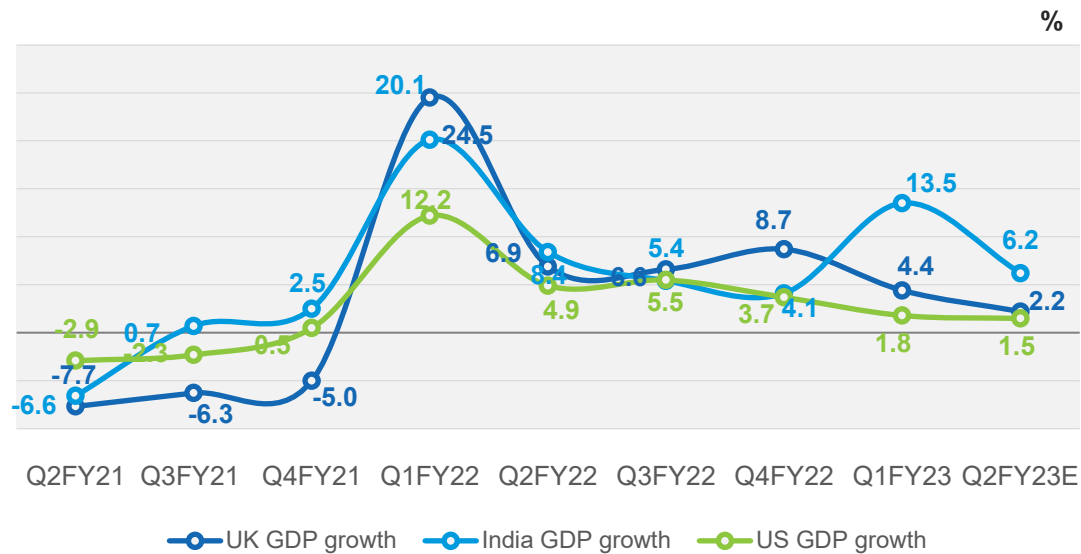


04

# Macro environment

# Macro and commodity overview

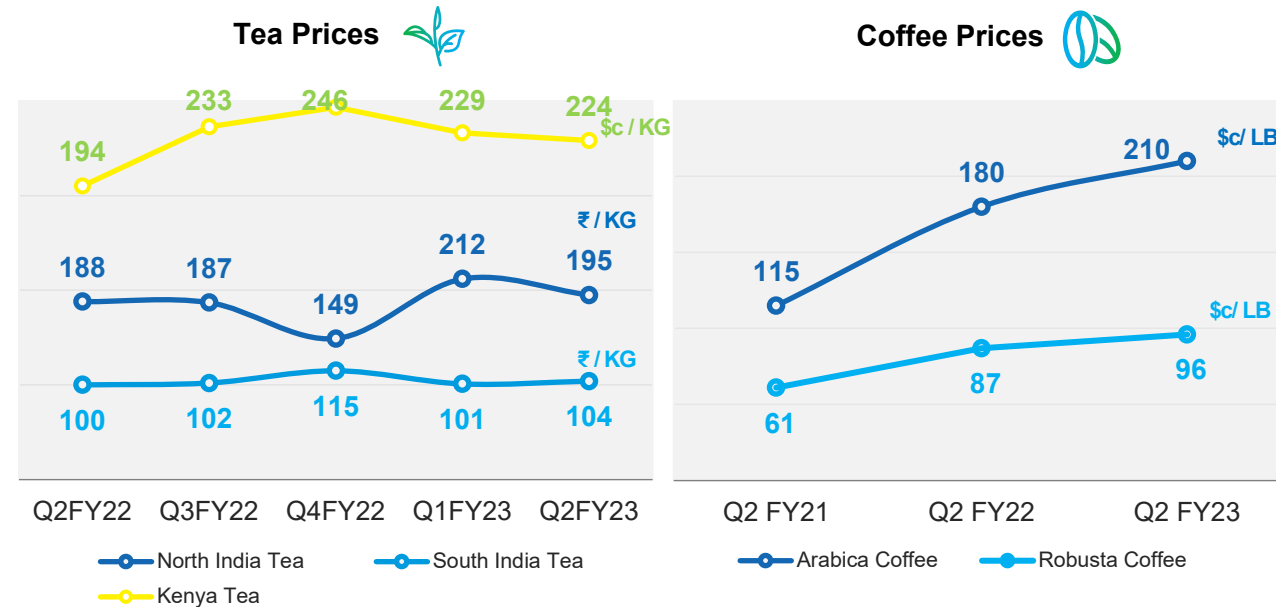
## Global GDP growth trend



- India's GDP growth for the quarter is expected to be in the normative range due to normalized economic activity. Inflation however remains outside the target range of RBI.
- US & UK GDP growth estimates continue to come down sequentially owing to rapid monetary tightening and other macroeconomic headwinds. Geopolitical developments continue to weigh on the outlook and the overall situation remains uncertain.

Source: BCG, NSO, tradingeconomics.com and Kotak Institutional Research

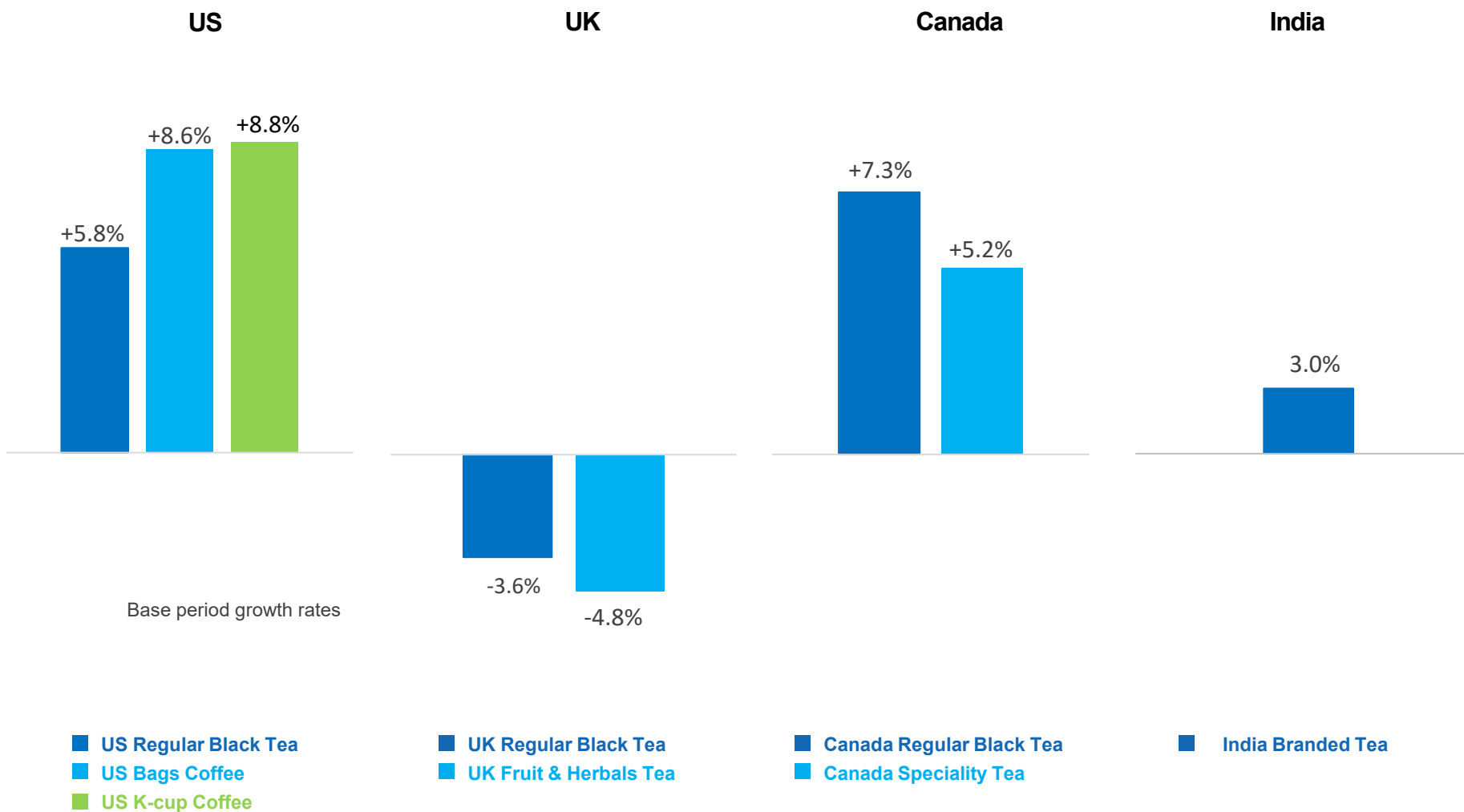
## Commodity price trend



- The tea prices in North India came off from Q1 levels but trended slightly higher YoY. South India tea prices remained rangebound during the quarter and slightly higher YoY.
- Kenya tea prices remained stable sequentially but were higher YOY
- Arabica and Robusta coffee prices were significantly higher YOY.

Source: North India and South India tea auction (Tea Board of India) | Mombasa tea auction (EATTA) | International Coffee Exchange

# Market context – category growth rates



- US Markets saw category growth in Coffee (both Bags and K-cups) and Tea on account of price increases . In volume terms the category has declined.
- UK – Tea category in both regular and Fruit & Herbal saw a decline.
- Canada – Both regular black tea and specialty tea categories grew, led by pricing. In volume terms category saw a decline.
- India branded tea category saw muted growth, much lower than its long-term normalised rate.

Source: Nielsen: 12 weeks (Value) – Sep'22 for International markets other than India (based on Aug '22)





05

# Business performance – India

# India Packaged Beverages



Tata Tea Gold launched its Festive Edition series celebrating the various art forms of West Bengal to bring alive the joy of Durga Puja

**-7%**  
Revenue Growth

**-1%**  
Volume Growth<sup>1</sup>

## Performance commentary

- Revenue for the quarter declined 7% primarily led by pricing corrections and overall softness in the category
- On a 3-year CAGR basis, this translated to 10% revenue growth.
- Coffee continued its strong performance with revenue growth of 39% during the quarter.
- Margins for India beverages expanded YoY, led by lower commodity costs.
- Continue to maintain #1 position in Ecommerce

## Other updates

- Tata Tea Gold Care continues to see strong traction post its all India roll out.
- Premium portfolio (Chakra, TT Gold, Chakra Care, Gold care, etc.) continues to perform better than the base portfolio.
- Kanan Devan recorded highest ever volumes in Kerala led by on-ground activations during Onam
- Tata Tea Premium TeaVeda restage is yielding results.

**-20bps**  
Market Share gain<sup>2</sup>

**Chakra Gold** launched an exclusive campaign in AP and Telangana during Navaratri supporting Kondapalli toys – the pride of Telugu speaking states



<sup>1</sup> Tea volume growth

<sup>2</sup> Source: Nielsen – Value share, Moving Annual Total (MAT) basis Aug'22 vs Aug'21

# India Foods



**Tata Salt Immuno** launched with new and improved packaging to better showcase the Zinc Proposition. The brand was also successfully launched in newer markets in the western part of the country



Tata Sampann launches a new variant **Shahi Besan Plus** to expand the current base range with value-added variants

**+29%**  
Revenue Growth

**+0%**  
Volume Growth

**+128bps**  
Market share gain<sup>1</sup>

## Performance commentary

- Salt revenue grew 27% during the quarter on a high base (Q2FY22 salt grew 20%).
- The flat volume growth came on the back of 16% volume growth in Q2 last year.
- Rock salt registered its highest ever volume with a revenue growth of 43% during the quarter.
- Tata Sampann portfolio delivered strong growth of 37%, led by broad-based performance across pulses, poha, and spices.
- Tata Soufull continued its strong growth trajectory.
- Salt margins started to normalize with the latest round of pricing.

## Other updates

- Tata Sampann Dry Fruits scaling up well with strong growth and share gains across E-commerce platforms
- Tata Soufull Masala Oats+ off to a good start across key channels
- Tata Sampann staples saw strong growth led by a distribution expansion drive in GT

<sup>1</sup> Source: Nielsen – Value share, Moving Annual Total (MAT) basis Aug'22 vs Aug'21

# NourishCo (100% Subsidiary)

Flagship brands Tata Gluco Plus and Tata Copper + Water continue to be supported in key markets



Newly launched Himalayan Honey and Preserves off to an encouraging start



**138Cr**  
Revenue

**+64%**  
Revenue growth

**1.9x**  
Tata Water Plus#

## Performance commentary

- Delivered strong revenue growth of 64% during the quarter.
- Himalayan revenue grew 72% YOY and continued to remain EBIT+ve during the quarter.
- The growth was led by all products and geographies
- The business is seeing inflation in COGS and freight, but it was mitigated through cost-saving initiatives and operating leverage during the quarter.

## Other updates

- Himalayan celebrated “Himalayan Day” and partnered with 'Ladakh Marathon' for the World's highest Ultra Marathon 'Himalayan Khardungla Challenge 2022', with the objective of giving back to its source and supporting the cause of protecting local communities affected by melting Himalayan glaciers in the Ladakh region
- GTM expansion and capacity expansion drive continues

#91% revenue growth YoY

# Tata Coffee (inc Vietnam ex EOC) (~58% Subsidiary)



Tata Coffee Vietnam plant continues to operate at peak capacity

**+39%#**  
Revenue Growth

**+73%**  
Plantations  
Revenue Growth

**+26%**  
Extractions  
Revenue Growth

## Performance commentary

- Revenue for the quarter grew 39%# led by strong growth across both the extractions and the plantations business.

### Plantations

- Strong growth driven by higher realization and sales of Robusta coffee and pepper.

### Extractions

- Overall extractions business grew by 26% driven by both the domestic and the Vietnam business.
- Vietnam plant continued to operate at peak capacity utilization. Vietnam sales grew 43% driven by higher sales of premium products and superior realization.

## Other updates

- Inflationary challenges continued during the quarter, but they were mitigated through cost management efforts.

# Tata Coffee including Vietnam in constant currency terms. Does not include EOC



# Tata Starbucks (JV)



Piloting a new small size beverage – ‘Picco’ in select stores to recruit new consumers



Expanded the health-forward portfolio with salads, protein boxes & a vegan menu

**99%**  
Stores re-opened\*

**300**  
Total Stores

**36**  
Cities

## Performance commentary

- Revenue for the quarter saw strong growth of 57%, led by normalized store operations and a revival in out-of-home consumption.
- The business continued to remain EBIT-positive for the quarter.
- Opened 25 new stores during the quarter – highest-ever quarterly store openings in its history.
- Entered 6 new cities, with the 300<sup>th</sup> store being opened in Dehradun.
- Pilot with new beverage size, localized drinks, and food offerings is showing good initial response.

## Other updates

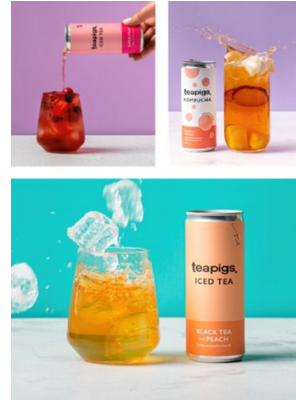
- Started its 10th anniversary celebration with ‘Brew Your Own Starbucks’ campaign giving customers a chance to create beverages to be featured on the menu.
- Expanded the health-forward portfolio with a Vegan menu, salads, and protein boxes.
- Continued its coffee leadership with the launch of Peru and Diwali Blend Blonde Roast

\* As of end of Sep'22



06

# Business performance - International



Introduced Teapigs Iced Tea range supported with 'Summer of teapigs campaign' across print and digital platforms



Tetley limited-edition 185<sup>th</sup> anniversary caddy launched in stores and e-commerce



New artwork for Tetley Super restage rolled out in September

-7%  
 Revenue Growth#

-16%  
 Teapigs revenue Growth^

19.2%  
 Value Market share\*  
 (in everyday black)

## Performance commentary

- Revenue for the quarter declined 7% (constant currency) owing to category softness driven by significant inflation.
- Teapigs declined 16%, cycling an elevated base (Q2FY22 growth of 17%) and driven by hot weather and moderation in OOH.
- Next phase of integration of teapigs with Tetley is underway.
- Tetley gained share in everyday black segment in the latest 4-week period.
- TCPL became the third-largest branded tea company by Market Share during the quarter, displacing Twinings.
- Inflation and GBP depreciation impacted profitability during the quarter. These will be addressed through pricing actions and structural cost-saving measures.

## Other updates

- Tetley specialty tea segment grew led by Tetley Gold brew listing
- Teapigs continues to expand and secure new listings

# Constant currency including teapigs

^ Constant currency

\* Source: Nielsen – Value share, Moving Annual Total (MAT) basis – Sep'22



# USA



New pack, price, and packaging relaunch of EOC

Newly launched Tetley Sweet Tea Cold Brew offers convenience and strengthens our presence in the specialty tea segment

Launched at one of the largest Southern chains – Food Lion.



**+16%**  
Coffee Revenue Growth<sup>^</sup>

**+9%**  
Tea Revenue Growth<sup>^</sup>

**4.4%**  
\*Coffee Bags Market Share

## Performance commentary

- **Coffee:** Revenue for the quarter grew 16% (constant currency) driven by EOC gaining share.
- EOC K Cups grew 2X the category during the quarter, led by 48 count SKU.
- The business profitability has been impacted by an increase in coffee and freight costs and delayed implementation of pack/price initiatives.
- **Tea:** Revenue grew 9% (constant currency) led by Tetley and Teapigs outperforming their respective categories.
- Teapigs is now the fastest-growing tea brand in the US.
- Tetley witnessed share gains in the latest period led by performance in mainstream Black with distribution gains and increased activity.

## Other updates

- EOC Barista Blends got listed at Walmart
- Tetley Irish Breakfast continued to do well led by distribution gains and ongoing promotional activity

<sup>^</sup> Constant Currency  
Source: \*Nielsen – Value share, Moving Annual Total (MAT) basis – Sep'22

# Canada



Tetley Canada  
Published by Sprout Social · October 3 at 6:24 PM ·  
Which NEW Live tea are you choosing to live in the moment with?  
LIVE BOLD - Kick-start your day with a unique blend of rooibos chai, cinnamon, clove, and pepper.  
LIVE CALM - Bring stillness to your hectic routine with a calming blend of chamomile, spearmint, and orange... See more



Two of your favourite teas, now available in a larger size.

You know what they say...the more the merrier! Our Earl Grey Decaffeinated and Chai teas are now available in a larger pack making it easier to enjoy more of



Kicked off new Tetley Live Tea & Value Pack communication via social media & e-blasts, driving traffic to Tetley.ca and Amazon.ca, as part of a larger integrated campaign.

**16%**  
Revenue Growth<sup>^</sup>

**11%**  
Revenue growth in Specialty tea<sup>^</sup>

**27.3%**  
\*Market share

## Performance commentary

- Revenue for the quarter grew 16% (constant currency).
- The tea category growth is being led by pricing as inflation impacts volumes.
- New distribution for Tata tea is helping the brand grow rapidly, albeit off a small base.

## Other updates

- Undertook direct-to-home sampling program for specific Super Teas and new Live Teas to drive trial and awareness
- Rolled out digital ads on popular South Asian websites supporting Tata Tea Premium targeted at Indian diaspora, as part of a larger digital campaign

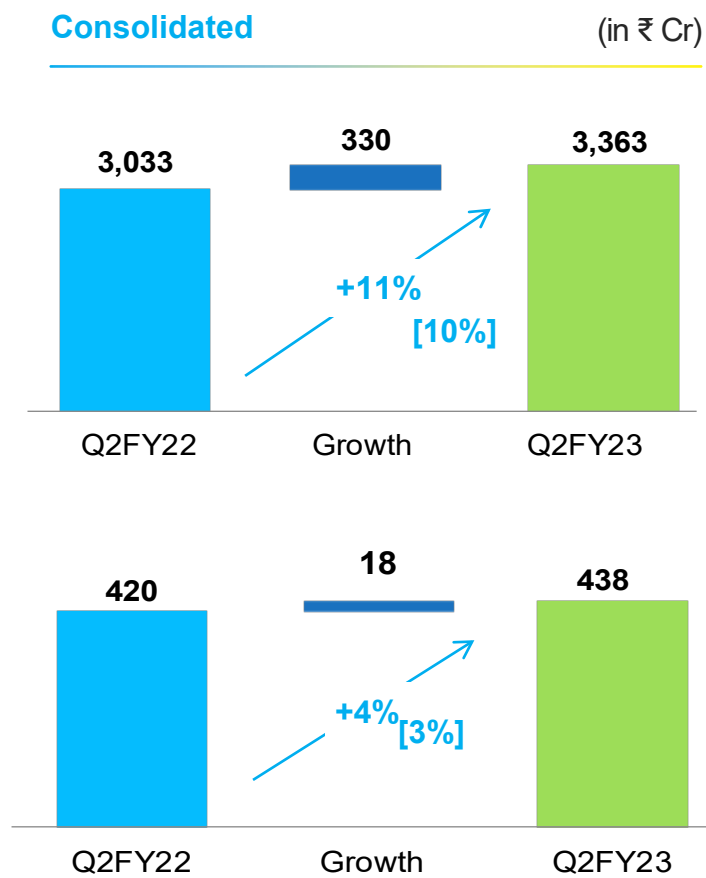
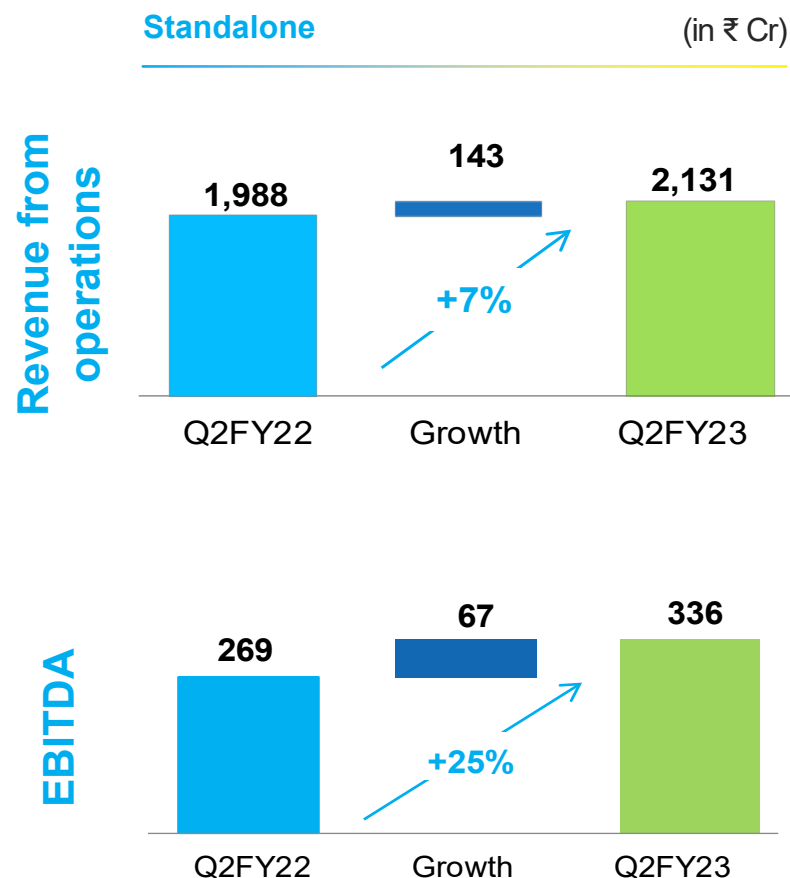
<sup>^</sup> Constant Currency  
Source: \*Nielsen – Value share, Moving Annual Total (MAT) basis – Sep'22



07

# Financial Performance

# Performance Highlights - Q2FY23



- **Revenue at Rs 3,363 Crs**
  - India Business +9%
  - International Business +6% (U/L)
  - Non branded Business +30% (U/L)
- **EBITDA at Rs 438 Crs, +4% and EBITDA margin at 13.0% (-0.8%) over PY.**
  - India Business EBITDA +24%, led by gross margin improvement and optimization of other expenses.
  - International Business EBITDA -41%, owing to input cost inflation, currency weakness and lag in pricing.
  - Non-Branded Business EBITDA +20%, led by revenue growth and fair value gains partly offset by input cost inflation.

# Financials: Consolidated

Quarter ended Sep'22			Profit and Loss statement (all nos. in ₹ Crores)	Year to date Sep'22		
Q2FY23	Q2FY22	Change %		H1FY23	H1FY22	Change %
3,363	3,033	11 %	Revenue from operations	6,690	6,042	11 %
<b>438</b>	<b>420</b>	<b>4 %</b>	<b>EBITDA</b>	<b>897</b>	<b>823</b>	<b>9 %</b>
13.0 %	13.9 %	%		13.4 %	13.6 %	
<b>365</b>	<b>351</b>	<b>4 %</b>	<b>EBIT</b>	<b>751</b>	<b>687</b>	<b>9 %</b>
10.8 %	11.6 %	%		11.2 %	11.4 %	
<b>370</b>	<b>364</b>	<b>2 %</b>	<b>PBT before exceptional items</b>	<b>774</b>	<b>704</b>	<b>10 %</b>
111	(16)		Exceptional items	87	(20)	
(127)	(86)		Tax	(230)	(182)	
<b>355</b>	<b>261</b>	<b>36 %</b>	<b>PAT</b>	<b>631</b>	<b>502</b>	<b>26 %</b>
10.6 %	8.6 %	%		9.4 %	8.3 %	
<b>389</b>	<b>286</b>	<b>36 %</b>	<b>Group Net Profit (incl. JVs &amp; Associates)</b>	<b>666</b>	<b>486</b>	<b>37 %</b>

**Group Consolidated Net Profits** for the quarter grew 36% YoY on account of the following :

- Revenue growth in both branded and Non-branded business
- Partly offset by margin decline due to inflation and weakness of GBP for International markets
- Higher exceptional income on account of sale of land in Tata Coffee

# Financials: Standalone

Quarter ended Sep'22			Profit and Loss statement (all nos. in ₹ Crores)	Year to date Sep'22		
Q2FY23	Q2FY22	Change %		H1FY23	H1FY22	Change %
2,131	1,988	7 %	Revenue from operations	4,208	3953	6 %
<b>336</b>	<b>269</b>	<b>25 %</b>	<b>EBITDA</b>	<b>643</b>	<b>543</b>	<b>18 %</b>
15.8 %	13.5 %	%		15.3 %	13.7 %	
<b>300</b>	<b>233</b>	<b>29 %</b>	<b>EBIT</b>	<b>572</b>	<b>472</b>	<b>21 %</b>
14.1 %	11.7 %	%		13.6 %	11.9 %	
<b>317</b>	<b>256</b>	<b>24 %</b>	<b>PBT before exceptional items</b>	<b>635</b>	<b>634</b>	<b>0 %</b>
(7)	(7)		Exceptional items	(18)	(7)	
(80)	(60)		Tax	(155)	(134)	
<b>230</b>	<b>188</b>	<b>22 %</b>	<b>PAT</b>	<b>462</b>	<b>492</b>	<b>(6) %</b>
10.8 %	9.5 %	%		11.0 %	12.4 %	

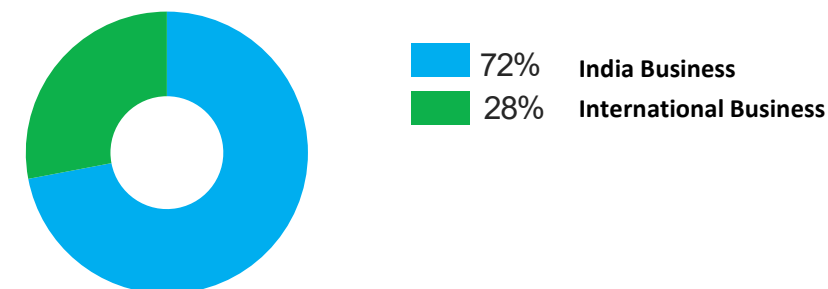
**Profit after tax on a standalone basis** for the quarter grew 22%, driven by

- Revenue growth and margin improvement in India Business
- Margin improvement driven by lower tea costs and pricing action in salt

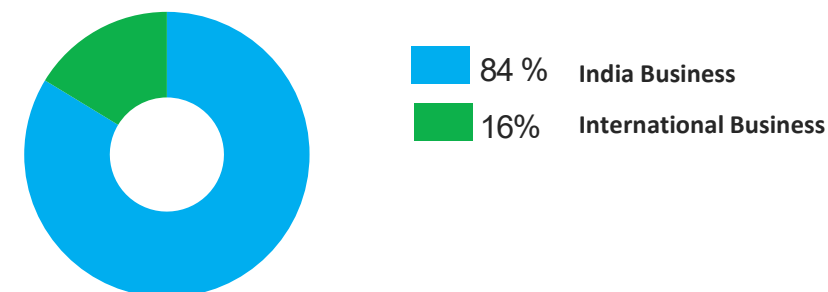
# Segment-wise Performance Q2FY23

Particulars	Segment Revenue			Segment Results		
	Q2 FY23	Q2 FY22	Change (%)	Q2 FY23	Q2 FY22	Change (%)
₹ Cr						
India Business	2,160	1,978	9%	308	245	26%
International Business	839	781	7%	60	110	(46)%
<b>Total Branded Business</b>	<b>2,999</b>	<b>2,759</b>	<b>9%</b>	<b>367</b>	<b>354</b>	<b>4%</b>
Non Branded Business	372	280	33%	30	22	39%
Others / Unallocated items	(8)	(6)		84	(28)	
<b>Total</b>	<b>3,363</b>	<b>3,033</b>	<b>11%</b>	<b>482</b>	<b>348</b>	<b>39%</b>

## Revenue - Branded business



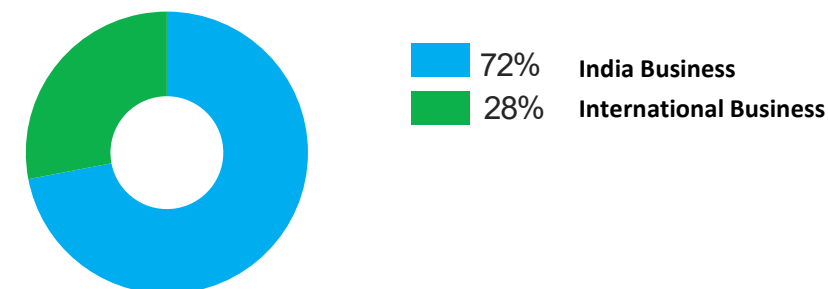
## Segment results – Branded business



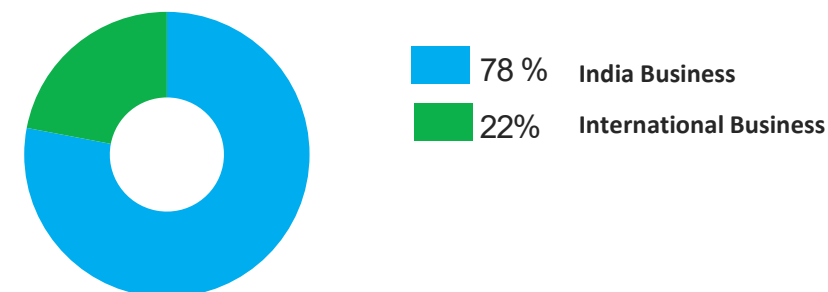
# Segment-wise Performance H1FY23

Particulars	Segment Revenue			Segment Results		
	H1FY23	H1FY22	Change (%)	H1FY23	H1FY22	Change (%)
₹ Cr						
India Business	4,305	3,950	9%	581	491	18%
International Business	1,675	1,549	8%	164	206	(20)%
<b>Total Branded Business</b>	<b>5,981</b>	<b>5,499</b>	<b>9%</b>	<b>745</b>	<b>697</b>	<b>7%</b>
Non Branded Business	724	558	30%	69	40	73%
Others / Unallocated items	(14)	(15)		47	(53)	
<b>Total</b>	<b>6,690</b>	<b>6,042</b>	<b>11%</b>	<b>861</b>	<b>684</b>	<b>26%</b>

## Revenue - Branded business



## Segment results – Branded business







08

# Concluding remarks

# To conclude

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## Macros

- Inflation continues to weigh on demand in the International markets, even as India has been relatively more resilient, except for rural.
- The US Fed's monetary tightening is causing unprecedented strength in USD – impacting cross-currency exposures.
- The impact of inflation and monetary tightening on the economies & currencies of our key markets remains monitorable going forward.

## Business

- We have been able to deliver double-digit growth while balancing margins in an extremely challenging global macro environment this fiscal.
- While the tea business in India remains tepid due to category slowdown, we have been able to gain volume market share. We will continue to focus on strengthening our competitive position.
- The pricing we took in salt has helped us mitigate input cost inflation during the quarter; the forward trajectory on these costs remains monitorable. Despite the pricing, we have continued to gain market share in salt- a testament to the strength of the brand and the team's execution capabilities.
- Our “growth businesses” have sustained their strong growth trajectory and we will continue to drive them further.
- Our Out of Home businesses i.e. both NourishCo & Starbucks have delivered yet another strong quarter and we expect continued momentum.
- Tata Soufull has seen another quarter of robust growth and we expect an upward trajectory for the RTE business after its recent relaunch.
- In the international business, input cost inflation, adverse currency movement, and lag in pricing have impacted margins; we will be looking at pricing and structural cost-saving actions to mitigate that.
- Given the inflationary environment and investments required for some of the new businesses, we will continue to manage margins at the company level while remaining focused on maintaining growth momentum.



09

Other

# Awards & recognition



## 1. Most Chosen FMCG Brand

TCPL has been ranked in Kantar India Brand Footprint Report 2022 as the 5th Most Chosen FMCG Brand in India

## 2. Most Purposeful Brand

Tata Tea awarded as the Most Purposeful FMCG brand in India by Kantar Brandz 2022 Most Valuable Indian Brands

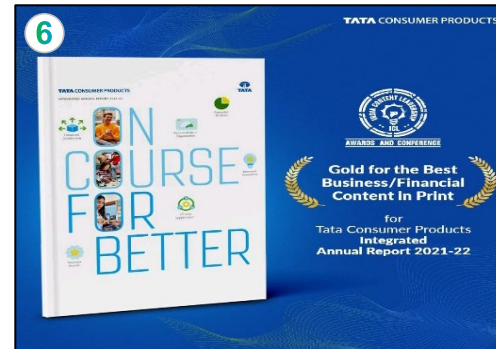


## 3. Brand of the Year

Tata Tea Chakra Gold won the Brand of the Year at Exchange4media's Indian Marketing Awards South 2022, with 6 awards for Tata Chakra Gold, Tata Tea Chakra Gold Care and Shuddh by Tata Salt

## 4. Best D2C Brand

Tata Consumer Soulfull emerged as the winner of exchange4media D2C award at the e4m D2C revolution Awards 2022



## 5. Manufacturing Excellence

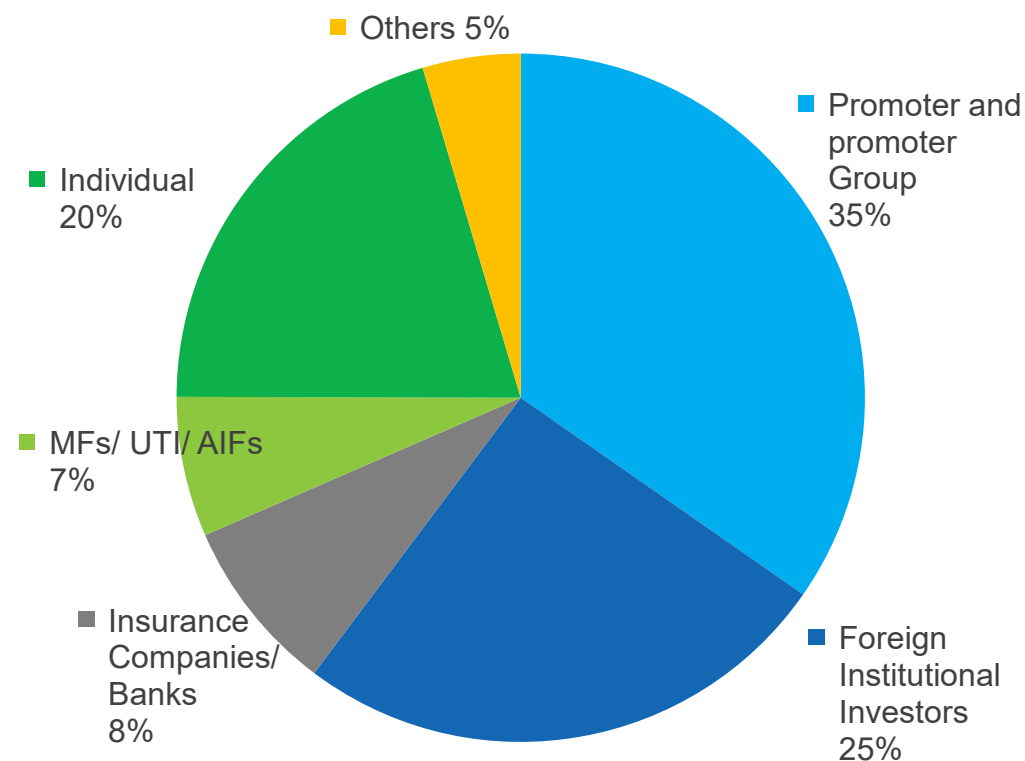
Beverages packeting centres in Gopalpur & Kellyden won Silver in the India Green Manufacturing Challenge 2021-22 by the International Research Institute for Manufacturing

## 6. Best Annual Report

TCPL won Gold for the Best Business/Financial Content (Print) at the India Content Leadership Awards & Conference 2022 by Inkspell & India Creative Industries Council

# Shareholding information

## Pattern as on 30<sup>th</sup> September, 2022



### Stock data

BSE Ticker	500800
NSE Ticker	TATACONSUM
Market Capitalization (Sep 30, 2022)	₹ 739.9 bn
Number of Shares Outstanding	921.6 Mn





# Thank You

## For more information

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Last 10-year financials are available on [Historical financial data](#)



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