



TATA GLOBAL BEVERAGES



We are a global player with unique competencies, differentiated offerings, appealing brands and significant scale – in the three natural beverages categories of tea, coffee and water.

Tata Global Beverages (TGB) at a glance :

- 250 million servings of TGB brands consumed globally, everyday.
- The 2nd largest tea company in the world.
- Among top 10 players in coffee globally.
- Brand presence in over 40 countries.
- #1 Whole Bean Coffee Brand in USA.
- #1 in India, Canada and the Czech Republic with Market leadership in Tea Category.
- #2 in Tea Category in the UK, with strong presence in Black, Decaf, Rooibos, Green and specialty teas.



Sustainability has always been at the heart of the Tata Group, since its inception. In the words of the Group's founder, Jamset-ji Tata - "The community is not just another stakeholder in business, but is, in fact, the very purpose of its existence." At Tata Global Beverages, we are underpinned by a firm belief that a sustainable business is a better business, which generates better long-term value for all its stakeholders.

We believe a business needs to have a positive impact on all its stakeholders, which goes well beyond generating financial returns. Consumers feel positive buying products and services which they know have been produced sustainably. Employees and business partners experience pride and engage better when working with a business that makes ethical choices. Investors recognise that such businesses generate healthier long-term returns. Communities are supportive when businesses co-exist in harmony and also support development.

Ajoy Misra

SUSTAINABLE LIVELIHOOD



SUSTAINABLE SOURCING

ETHICAL TEA PARTNERSHIP

affects sustainable change through Farmer Field Schools (FFS), which enables farmers to choose their own curriculum and to learn through practice on demonstration plots, with the Lead Farmer model across India, Kenya, Malawi and Uganda.

RAIN FOREST ALLIANCE

is an international non-profit organisation that works to conserve biodiversity and ensure sustainable livelihoods. It enables us to tackle sustainability issues within the tea sector. We are committed to being 100% Rainforest Alliance certified on all our Tetley

branded teas by 2016.

TRUSTEA

the India Sustainable Tea Code seeks to sustainably transform the Indian tea industry. The programme targets 500 million kg of tea from over 600 factories and hopes to have a positive impact on the livelihoods of 500,000 tea plantation workers and 40,000 smallholder farmers by 2017.

POWER OF 49 – EMPOWERING WOMEN

The 'Power of 49' campaign came to life on Tata Tea's iconic social awakening platform 'Jaago Re'. It was focused on creating awareness amongst women about the Power of 49 and the power of their informed vote. It encouraged women to voice the issues that are critical to them. This kicked off with the impactful 'Kaala Teeka' (black dot) television commercial. 'Push the Pin' - a digital initiative that encouraged people to highlight the most pressing social issues of their neighbourhood.

Over 1.4 million responses were received of which more than 0.8 million people expressed specific issues that concern them, their family and locality. These issues were debated by a team of independent experts led by the editorial team of CNN-IBN who then formulated a 10-point Voice of 49% manifesto. Through the creation of this manifesto, the campaign urged women to cast an informed vote for a candidate who is most likely to address their issues ahead of the 2014 General Elections.

The Key campaign highlights:

- 5 million interactions (primarily missed calls)
- More than 8 lakh issues raised from 504 out of 543 constituencies that went to poll - making it probably the largest repository of women's issues in India.
- Organically trended on Twitter 4 times nationally.
- 1.2 million fans on Face-book, double the engagement.



'Kaala Teeka' (Black Dot) TV Commercial on Power of 49.

GAON CHALO – GOING THE LAST MILE

The Gaon Chalo programme is TGB's effort in last mile rural distribution. It is an opportunity, responsibility and a challenge which while tapping unreached rural markets also provides a means of sustainable livelihood to many. This programme, run through NGOs, is present in more than 18 Indian states and benefits a number of women and youth.

We are increasing our efforts to build stronger ties with Self Help

Groups for deeper penetration and the possibility of impacting the lives of a larger number of people. Our efforts have in small yet significant ways transformed the lives of many. Besides enabling social change, the Gaon Chalo model has several business advantages which include limited fluctuations in sales, creating a cost effective brand building platform and the flexibility to address the complexities of local markets.

Today, Gaon Chalo is present in 18 states with direct reach in 70,000 villages. The sales are growing rapidly year-on-year. It enables a strong platform for generating rural employment for rural youth, women, the under-privileged, the differently-abled and SHGs.

From childhood, I knew I was different - I couldn't speak or hear. I didn't know if I would ever be able to make a living for myself. I worried that I would forever be dependent on my family. I tried doing small jobs, but they were not regular. But then life changed - I became a distributor with Gaon Chalo. I have a steady job, contribute to the family, and my friends and family are proud of what I have achieved." - Neeraj Mishra, Gaon Chalo Entrepreneur

COMMUNITY DEVELOPMENT – HEALTH, EDUCATION, SKILLS AND AFFIRMATIVE ACTION

TGB supports the hospitals in Munnar and Chubwa that provide inclusive and affordable healthcare facilities to about 100,000 people annually from the local communities. St. Jude Child Care centres ensure that children suffering from cancer have a hygienic, safe place to stay while undergoing treatment.

TGB supports Unnati, an NGO in Bangalore to impart rigorous skills training to unemployed and economically disadvantaged youth. APPL supports an Industrial Training Institute (APPITI) at Rowta and Vocational Trade Centre (VTC) at Chubwa.

Srishti is a TGB social enterprise that enables learning and economic opportunities for over 150 differently abled youth, through its training and rehabilitation unit in Munnar. Swastha in Kodagu is another special education and rehabilitation centre supported by Tata Coffee that supports over 120 students in a residential unit. Watawala Plantations in Sri Lanka has vocational training centres in Kenilworth and Waltrim for differently abled.



Children at High Range School, Munnar