



January 12, 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)

Sub: Press Release – “Tata Consumer Products to acquire Organic India, a ‘better for you’ organic brand spanning Food & Beverages and Nutraceutical categories”

Dear Sir/Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we are submitting the Press Release titled as above.

Additionally, the above Press Release is also being made available on the website of the Company at <https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/press-releases>

We request you to take this on record and to 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 1st 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

Jan 12th, 2024

Tata Consumer Products to acquire Organic India, a ‘better for you’ organic brand spanning Food & Beverages and Nutraceutical categories

Tata Consumer Products today announced that it has signed definitive agreements to acquire up to 100% of the issued equity share capital of Organic India, one of the strongest ‘better for you’ organic brands spanning Food & Beverages and Herbal & Traditional Supplements. This move is consistent with Tata Consumer’s strategic intent to expand its product portfolio and its target addressable market in fast-growing/high margin categories. This acquisition will create a Health & Wellness platform for Tata Consumer Products.

Organic India is a 25+ years established brand with a geographical footprint covering over 48 countries, substantially from India and the USA. Its product portfolio spans premium and high growth categories focused on sustainable living - Herbal Supplements, Tea & Infusions and Organic Packaged Foods. Organic India has strong, long standing relationships with 12,000+ farmers and unparalleled end to end organic certifications across the supply chain. It pioneered commercial cultivation of tulsi and introduced high value medicinal crops for farming in India. It has a portfolio of over 100 products in the Health & Wellness space.

The Total Addressable Market for the categories that Organic India is present in is Rs 7,000 crores in India and Rs 75,000 crores in international markets where Tata Consumer has a strong presence. This acquisition will provide significant synergy benefits in distribution, logistics and overheads apart from driving portfolio premiumization and unlocking additional channels and new markets. Structural growth drivers for this portfolio include increasing demand for Health & Wellness products, growing consumer awareness around wellness and changing consumer preferences.

Sunil D’Souza, MD & CEO, Tata Consumer Products said, “We are excited about bringing Organic India into Tata Consumer Products. This transaction aligns well with Tata Consumer’s overall strategic objectives and presents exciting market opportunities in the rapidly growing Health & Wellness segment. In addition, Organic India has built very strong relationships with farmers to create a robust organic supply chain with a trusted brand and a loyal consumer base. Organic India’s differentiated products and robust supply chain together with Tata Consumer’s distribution strength

TATA CONSUMER PRODUCTS LIMITED

11/13 Botawala Building 1st floor, #2-6 Horniman Circle,
Fort, Mumbai-400001, Tel: 91-22-6121-8400

Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020

Corporate Identity Number (CIN): L15491WB1962PLC031425

Email: investor.relations@tataconsumer.com

Website: www.tataconsumer.com

across channels in India and specific geographies globally makes us confident of accelerating momentum in the business while improving our margin profile.”

Mr. William Bissell, Managing Director of Fabindia said, “Tata is India’s most venerated and dynamic brand. For over a hundred and fifty years, it has stood as the visionary exemplar of Indian values: fairness, preservation of civilizational traditions, harmony with the natural world, and social uplift for all. That is why we are immensely excited that they will be guiding Organic India through its next chapter and stewarding the vital mission for which Organic India stands.

We at Fabindia echo Jamsetji Tata’s vision that ‘The community is not just another stakeholder in business but is in fact the very purpose of its existence.’ Organic India works with a community of tens of thousands of farmers who work only with socially and ecologically sustainable methods. We are confident that Organic India will continue to thrive with the Tatas’ leadership.”

Kotak Investment Banking, Trilegal and Sidley Austin have been TCPL’s exclusive financial and legal advisors for this transaction respectively.

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 Copper+ and Tata Gluco+. Its foods portfolio includes brands such as Tata Salt, Tata Sampann and Tata Soufull. 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 has a consolidated annual turnover of ~Rs. 13,783 Crs with operations in India and International markets.

For more information on the Company, please visit our website www.tataconsumer.com

TATA CONSUMER PRODUCTS LIMITED

11/13 Botawala Building 1st floor, #2-6 Horniman Circle,
Fort, Mumbai-400001, Tel: 91-22-6121-8400

Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020

Corporate Identity Number (CIN): L15491WB1962PLC031425

Email: investor.relations@tataconsumer.com

Website: www.tataconsumer.com