



August 01, 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: Newspaper Advertisement – Disclosure under Regulation 30 and Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

Dear Sir/Madam,

Pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed copies of the newspaper publication pertaining to the extract of Notice to Shareholders cum Addendum Advertisement regarding upcoming Rights Issue of the Company.

The said extract was published in Financial Express (English) all India Edition , Jansatta all India Edition and The Statesman Kolkata Edition Business Standard (English) , on August 01, 2024.

This will also be hosted on Company’s website at www.tataconsumer.com.

This is for your information and records.

Thanking you,
Yours faithfully,

For **Tata Consumer Products Limited**

Delnaz Dara Harda
Company Secretary & Compliance Officer
Membership No.: ACS73704
Encl : a/a.

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

This is an advertisement for information purposes only and not for publication... (Letter of Offer) (LOF) (as with the Securities and Exchange Board of India (SEBI) and the Stock Exchanges, namely BSE Limited (BSE), National Stock Exchange of India Limited (NSE) and Calcutta Stock Exchange Limited (CSE) (and together with BSE and NSE, 'Stock Exchanges'))



Please scan this QR code to view the Letter of Offer

Our Company was originally incorporated as 'Tata Friny Private Limited on October 16, 1962, as a company limited by shares under the Companies Act, 1956 pursuant to a certificate of incorporation dated October 16, 1962 issued by the registrar of companies, Maharashtra at Bombay. Further, our company was converted into a desired public limited company with effect from July 9, 1983. Subsequently, the name of our company was changed to 'Tata Tea Limited and a fresh certificate of incorporation...'

TATA CONSUMER PRODUCTS TATA CONSUMER PRODUCTS LIMITED

PROMOTER OF OUR COMPANY: TATA SONS PRIVATE LIMITED

FOR PRIVATE CIRCULATION TO ELIGIBLE EQUITY SHAREHOLDERS OF TATA CONSUMER PRODUCTS LIMITED (THE 'COMPANY' OR THE 'ISSUER') ONLY

ISSUE OF UP TO 3,86,47,492 FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹1 EACH OF OUR COMPANY (THE 'RIGHTS EQUITY SHARES') FOR CASH AT A PRICE OF ₹91.80 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹617.00 PER RIGHTS EQUITY SHARE) ('ISSUE PRICE')... (LATERAL) (LOF) (AS WITH THE SECURITIES AND EXCHANGE BOARD OF INDIA (SEBI) AND THE STOCK EXCHANGES, NAMELY BSE LIMITED (BSE), NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE) AND CALCUTTA STOCK EXCHANGE LIMITED (CSE) (AND TOGETHER WITH BSE AND NSE, 'STOCK EXCHANGES'))

NOTICE TO ELIGIBLE SHAREHOLDERS OF OUR COMPANY

ISSUE OPENS ON MONDAY, AUGUST 5, 2024 LAST DATE FOR MARKET RENUNCIATION* MONDAY, AUGUST 12, 2024 ISSUE CLOSURE ON MONDAY, AUGUST 19, 2024

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are created to the demat accounts of the Renunciators on or prior to the Issue Closing Date.

ASBA*

Simple, Safe, Smart way of Application!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details check section on ASBA below.

Payment Schedule of Rights Equity Shares: ₹161.00 per Rights Equity Share (including premium of ₹171.00 per Rights Equity Share) shall be payable on Application.

(a) The Eligible Equity Shareholders shall visit Heps://www.informatica.com/india/rights/entitlements/Plain-Paper.aspx. to upload their client master card and also provide the... (b) The Registrar shall, after verifying the details of such demat account, transfer the Rights Entitlements of such Eligible Equity Shareholders to their demat account... (c) The remaining procedure for Application shall be same as set out in the section entitled 'Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA-process' on page 87 of the LOF.

PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITLED THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY. FOR DETAILS, PLEASE SEE THE SECTION ENTITLED 'TERMS OF THE ISSUE - PROCESS OF MAKING AN APPLICATION IN THE ISSUE' ON PAGE 87 OF THE LETTER APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA).

PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THE ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH OUR EQUITY SHARES ARE HELD BY SUCH INVESTOR... PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THE ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH OUR EQUITY SHARES ARE HELD BY SUCH INVESTOR...

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NOTICE TO ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY: ADDENDUM TO THE LETTER OF OFFER, THE ABRIDGED LETTER OF OFFER, THE APPLICATION FORM AND THE RIGHTS ENTITLEMENT LETTER

Table with columns: Sr. No., Nature of facility, ISIN, Date of issue, Date of maturity, Rate of maturity (per annum), Name of commercial paper holder, Maturity amount (in crores), Purpose of the facility. Includes details for various commercial paper issuances.

This Addendum is being issued pursuant to item 6 (a) Schedule IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2019... 'FINANCIAL EXP. pg. 38'

This is an advertisement for information purposes only and not for publication, distribution or release, directly or indirectly, outside India. This is not an announcement for the offer document. All capitalized terms used and not defined herein shall have the meaning assigned to it in the Letter of Offer or "LOF" filed with the Securities and Exchange Board of India ("SEBI") and the Stock Exchanges, namely BSE Limited ("BSE"), National Stock Exchange of India Limited ("NSE") and Calcutta Stock Exchange Limited ("CSE") (and together with BSE and NSE, "Stock Exchanges").



Please scan this QR code to view the Letter of Offer.

TATA CONSUMER PRODUCTS TATA CONSUMER PRODUCTS LIMITED

Our Company was originally incorporated as Tata Finlay Private Limited on October 18, 1982, as a company limited by shares under the Companies Act, 1956 pursuant to a certificate of incorporation dated October 18, 1982 issued by the registrar of companies, Maharashtra at Bombay. Further, our company was converted into a deemed public limited company with effect from July 9, 1983. Subsequently, the name of our Company was changed to Tata Tea Limited and a fresh certificate of incorporation consequent on change of name dated February 26, 1983 under the Companies Act, 1956 was issued by the Assistant Registrar of Companies, West Bengal at Calcutta. Thereafter, the name of our Company was changed to Tata Global Beverages Limited and a fresh certificate of incorporation consequent on change of name dated July 2, 2010 under the Companies Act, 1956 was issued by the deputy registrar of companies, West Bengal at Kolkata. Further, the name of our Company was changed to "Tata Consumer Products Limited" and a fresh certificate of incorporation consequent on change of name dated February 10, 2020 under the Companies (Incorporation) Rules, 2014 was issued by the Registrar of Companies, West Bengal at Kolkata ("RoC"). For details in relation to the change of name of our Company and the address of our registered office, see "General Information" beginning on page 46 of the LOF.
Registered Office: 1, Bishop Lefroy Road, Kolkata 700 020, West Bengal, India. Corporate Office: 11/13, Botolwala building, 1st floor, Office 42-6 Horniman Circle Park, Mumbai 400 001, Maharashtra, India. Tel: +91 22 6121 8400, Contact Person: Sivakumar Sivasankaran, Chief Financial Officer; E-mail: investor.relations@tatacorporates.com; Website: www.tataconsumer.com; Corporate Identity Number: L15401WB1982PLC031426

PROMOTER OF OUR COMPANY: TATA SONS PRIVATE LIMITED

FOR PRIVATE CIRCULATION TO ELIGIBLE EQUITY SHAREHOLDERS OF TATA CONSUMER PRODUCTS LIMITED (THE "COMPANY" OR THE "ISSUER") ONLY

ISSUE OF UP TO 3,66,47,492* FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF ₹1 EACH OF OUR COMPANY (THE "RIGHTS EQUITY SHARES") FOR CASH AT A PRICE OF ₹818.00 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹817.00 PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹2,99,77,77,582** CRORE* ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARE FOR EVERY 26 (TWENTY-SIX) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT WAS ON SATURDAY, JULY 27, 2024 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" BEGINNING ON PAGE 872 OF THE LOF.
*Assuming full subscription in the issue. Subject to finalisation of Basis of Allotment.

NOTICE TO ELIGIBLE SHAREHOLDERS OF OUR COMPANY

**ISSUE OPENS ON
MONDAY, AUGUST 5, 2024**

**LAST DATE FOR MARKET RENUNCIATION*
MONDAY, AUGUST 12, 2024**

ISSUE CLOSES ON
MONDAY, AUGUST 19, 2024**

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat accounts of the Beneficiaries on or prior to the Issue Closing Date.
**Our Board of the Capital Raising Committee will have the right to extend the issue period as it may determine from time to time but not exceeding 30 days from the Issue Closing Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ASBA*

Simple, Safe, Smart way of Application!

*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the funds in the bank account. For further details check section on ASBA below.

Payment Schedule of Rights Equity Shares: ₹ 818.00 per Rights Equity Share (including premium of ₹ 817.00 per Rights Equity Share) shall be payable on Application.
Facilities for Application in this Issue

(i) ASBA Facility: In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI ICDR Master Circular and the ASBA Circulars, all investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details refer to "Terms of the Issue - Process of making an Application in the Issue" on page 874 of the Letter of Offer.

Please note that subject to SCSSs complying with the requirements of the SEBI circular bearing reference number CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSSs. Further, in terms of the SEBI circular bearing reference number CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSSs on their own account using ASBA facility, each such SCSS should have a separate account in its own name with any other SEBI registered SCSS(s). Such account shall be used solely for the purpose of making an Application in this Issue and clear demarcated funds should be available in such account for such an Application.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

Pursuant to provisions of the SEBI ICDR Regulations and the SEBI ICDR Master Circular and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders will be credited in their respective demat account and shall be admitted for trading on the Stock Exchanges under the ISIN: NE192A0017 subject to requisite approvals. For details of credit of the Rights Entitlements, see "Terms of the Issue - Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders" on page 884 of the Letter of Offer, whose Rights Entitlements are credited in demat suspense account opened by the Company.

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Prior to the Issue Opening Date, our Company has credited its Rights Entitlements to the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form.

Eligible Equity Shareholders are requested to provide relevant details / documents as acceptable to our Company or the Registrar (such as applicable regulatory approvals, self-attested PAN and client master sheet of demat account, details records confirming the legal and beneficial ownership of their respective Equity Shares, etc.) to our Company or the Registrar no later than two clear Working Days prior to the Issue Closing Date, i.e., by Monday, August 19, 2024, to enable credit of their Rights Entitlements by way of transfer from the Demat Suspense Account to their demat account at least one day before the Issue Closing Date, to enable such Eligible Equity Shareholders to make an application in this Issue. In this communication shall serve as an intimation to such Eligible Equity Shareholders in this regard. Such Eligible Equity Shareholders are also requested to ensure that their demat account, details of which have been provided to our Company or the Registrar account is active to facilitate the aforementioned transfer. In the event that the Eligible Equity Shareholders are not able to provide relevant details to our Company or the Registrar by the end of two clear Working Days prior to the Issue Closing Date, Rights Entitlements credited to the Demat Suspense Account shall lapse and extinguish in due course and such Eligible Equity Shareholder shall not have any claim against our Company and our Company shall not be liable to any such Eligible Equity Shareholder in any form or manner.

Eligible Equity Shareholders holding Equity Shares in physical form, can update the details of their respective demat accounts on the website of the Registrar (i.e. www.linkintime.co.in). Such Eligible Equity Shareholders can make an Application only after the Rights Entitlements are credited to their respective demat accounts.

PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY. FOR DETAILS, PLEASE SEE THE SECTION ENTITLED "TERMS OF THE ISSUE - PROCESS OF MAKING AN APPLICATION IN THE ISSUE" ON PAGE 874 OF THE LETTER OF OFFER.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA):

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with SCSSs, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCSSB or online/electronic Application through the website of the SCSSB (if made available by such SCSSB) for authorising such SCSSB to block Application Money payable on the Application in their respective ASBA Accounts. Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For the list of banks which have been notified by SEBI to act as SCSSBs for the ASBA process, please refer to <https://www.sebi.gov.in/sites/default/files/OtherAction02072020RegulatoryCirculars02072020.pdf>.

PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THE ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH OUR EQUITY SHARES ARE HELD BY SUCH INVESTOR ON THE RECORD DATE. INVESTORS MUST ENSURE THAT THEIR PAN IS LINKED WITH AADHAAR AND THAT THEY ARE IN COMPLIANCE WITH CBT NOTIFICATION DATED FEBRUARY 13, 2020, PRESS RELEASE DATED JUNE 25, 2021 AND SEPTEMBER 17, 2021, CBT CIRCULAR NO. 7 OF 2022, DATED MARCH 30, 2022, READ WITH PRESS RELEASE DATED MARCH 26, 2023, READ WITH SUBSEQUENT CIRCULARS ISSUED IN RELATION THERETO.

APPLICATION ON PLAIN PAPER: An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an Application to subscribe to this issue on plain paper in case of non-accept of Application Form as detailed above. In such cases of non-accept of Application Form through physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an Application to subscribe to this issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar, Stock Exchanges or the Lead Managers. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSSB for authorising such SCSSB to block Application Money in the said bank account maintained with the same SCSSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address.

Additionally, in terms of Regulation 77A of the SEBI ICDR Regulations, investors may choose to accept the offer to participate in this issue by making plain paper Applications. Please note that SCSSBs shall accept such applications only if all details required for making the application as per the SEBI ICDR Regulations are specified in the plain paper application. If an Eligible Equity Shareholder makes an Application both on an Application Form as well as on plain paper, both applications are liable to be rejected. Please note that in terms of Regulation 78 of the SEBI ICDR Regulations, the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to rescind their Rights Entitlements and should not utilise the Application Form for any purpose including renunciation even if it is received subsequently.

The Application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his/her bank, must reach the office of the Designated Branch of the SCSSB before the Issue Closing Date and should contain the following particulars:
1. Name of our Company, being Tata Consumer Products Limited; 2. Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3. Folio number (in case of Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) or Client ID; 4. Except for Applications on behalf of the Central or State Government, the residence of Stockholder and the officials appointed by the courts; PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint holders (representative of the total value of the Equity Shares applied for pursuant to this issue); 5. Number of Equity Shares held as on Record Date; 6. Allotment option - only dematerialized form; 7. Number of Rights Equity Shares applied to; 8. Number of Rights Equity Shares applied for within the Rights Entitlements; 9. Number of Additional Rights Equity Shares applied for, if any (applicable only if entire Rights Entitlements have been applied for); 10. Total number of Rights Equity Shares applied for; 11. Total Application amount paid at the rate of ₹818.00 per Rights Equity Share; 12. Details of the ASBA Account such as the SCSSB account number, name, address and branch of the relevant SCSSB; 13. In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCHNR/NRO account such as the account number, name, address and branch of the SCSSB with which the account is maintained; 14. Authorisation to the Designated Branch of the SCSSB to block an amount equivalent to the Application Money in the ASBA Account; 15. Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSSB); and 16. All such Eligible Equity Shareholders shall be deemed to have made the representations, warranties and agreements set forth in "Restrictions on Purchases and Resales - Representations, Warranties and Agreements" on page 897 of the LOF, and shall include the following: "I, we understand that neither the Rights Entitlements nor the Rights Equity Shares have been, or will be, registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States"), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. If we understand the Rights Equity Shares referred to in this application are being offered and sold in offshore transactions outside the United States in compliance with Regulation S under the U.S. Securities Act ("Regulation S") to Eligible Equity Shareholders located in jurisdictions where such offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions, if we understand that the issue is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlements for sale in the United States, or as a solicitation herein of an offer to buy any of the said Rights Equity Shares or Rights Entitlements in the United States, I/we confirm that that I/we are (a) not in the United States and eligible to subscribe for the Rights Equity Shares under applicable securities laws; (b) complying with laws of jurisdictions applicable to such person in connection with the issue; and (c) understand that neither the Company, nor the Registrar, the Lead Managers or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or will be, within the Company, the Registrar, the Lead Managers or any other person acting on behalf of the Company from any person in the United States or outside of India and ineligible to participate in this issue under the securities laws of their jurisdiction.
I/We will not offer, sell or otherwise transfer any of the Rights Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation. I/We warrant, and each account for which I/we are acting as an agent, (a) all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of my/our residence; and (b) I am eligible to subscribe and is subscribing for the Rights Equity Shares and Rights Entitlements in compliance with applicable securities and other laws of my jurisdiction of residence.
I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the section of the Letter of Offer titled "Restrictions on Purchases and Resales" on page 897 of the LOF.
I/We understand and agree that the Rights Entitlements and Rights Equity Shares may not be offered, resold, pledged or otherwise transferred (except to an offshore transaction in compliance with Regulation S), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act.
I/We acknowledge that the Company, the Lead Managers, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form
Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Rights Equity Shares in this issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.
Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in the Demat Suspense Account.
Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have opened their demat accounts after the Record Date, shall adhere to following procedure for participating in this issue:

- (a) The Eligible Equity Shareholders shall visit <https://linkintime.com/india/rti/traders/rights/issue/JoinPaper.aspx>, to upload their client master sheet and also provide the other details as required, no later than two clear Working Days prior to the Issue Closing Date.
- (b) The Registrar shall, after verifying the details of such demat account, transfer the Rights Entitlements of such Eligible Equity Shareholders to their demat accounts at least one day before the Issue Closing Date, and
- (c) The remaining procedure for Application shall be same as set out in the section entitled "Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process" on page 874 of the LOF.

Resident Eligible Equity Shareholders who hold Equity Shares in physical form as on the Record Date will not be allowed to renounce their Rights Entitlements in the Issue. However, such Eligible Equity Shareholders, whose the dematerialised Rights Entitlements are transferred from the Demat Suspense Account to the respective demat accounts within prescribed timelines, can apply for Additional Rights Equity Shares while submitting the Application through ASBA process.

OVERSEAS SHAREHOLDERS: The distribution of the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other offering material and the issue of the Rights Entitlement and the Rights Equity Shares on a rights basis to persons in certain jurisdictions outside India are restricted by legal requirements prevailing in those jurisdictions. The Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and any other material relating to the Issue (collectively, the "Issue Materials") will be sent/ dispatched only to the Eligible Equity Shareholders who have provided an Indian address to our Company. In case such Eligible Equity Shareholders have not provided their valid e-mail address to use the Issue Materials will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Issue Materials will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Those overseas shareholders who do not update our records with their Indian address or the address of their duly authorised representative in India, prior to the date on which we propose to dispatch the Issue Materials, shall not be sent the Issue Materials.
Our Company, in consultation with the Lead Managers, reserves the right to treat as invalid any Application Form which: (i) appears to our Company or its agents to have been duplicated, ii) electronically transmitted from or dispatched from the United States or any other jurisdiction where the offer and sale of the Rights Equity Shares is not permitted under laws of such jurisdictions; (ii) does not include the relevant certifications set out in the Application Form, including to the effect that the person submitting and/or renewing the Application Form is outside the United States and such person is eligible to subscribe for the Rights Equity Shares under applicable securities laws and is complying with laws of jurisdictions applicable to such person in connection with this issue; or (iii) where neither a registered Indian address is not provided, or (iv) where our Company believes acceptance of such Application Form may infringe applicable legal or regulatory requirements; and our Company shall not be bound to issue or allot any Rights Equity Shares in respect of any such Application Form.

LAST DATE FOR APPLICATION: The last date for submission of the plain paper Application Form or a plain paper Application is Monday, August 19, 2024, i.e., the Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the issue period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).
If the Application Form is not submitted with an SCSSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSSB, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in this Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as set out in the section entitled "Terms of Issue - Basis of Allotment" on page 891 of the LOF.
Please note that on the Issue Closing Date, Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges.

ALLOTMENT ONLY IN DEMATERIALIZED FORM: Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI ICDR Master Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Rights Equity Shares in this issue are advised to furnish the details of their demat account to the Registrar or our Company at least two clear Working Days prior to the Issue Closing Date on Monday, August 19, 2024 to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date i.e., Monday, August 19, 2024. Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and/or whose demat account details are not available with our Company or the Registrar, shall be credited in the Demat Suspense Account opened by the Company. Such resident Eligible Equity Shareholders must check the procedure for application by physical shareholders in the section entitled "Terms of the Issue - Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" and "Terms of the Issue - Allotment Advice or Return/Unblocking of ASBA accounts" beginning on pages 875 and 891 of the Letter of Offer.

INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALIZED FORM

Procedure for Renunciation of Rights Entitlements
The Eligible Equity Shareholders may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchanges (the "On Market Renunciation") or (b) through an off-market transfer (the "Off Market Renunciation"), during the Renunciation Period. The investors should have the demat Rights Entitlements credited (lying in their own demat account prior to the renunciation). The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.
Investors may be subject to advance foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.
LISTING: The existing Equity Shares of our Company are listed on BSE Limited ("BSE"), National Stock Exchange of India Limited ("NSE") and the Calcutta Stock Exchange Limited ("CSE") and together with BSE and NSE, the "Stock Exchanges". Our Company has received "in-principle" approvals from NSE, BSE and CSE for listing the Rights Equity Shares through their letters dated July 12, 2024, July 12, 2024 and July 15, 2024, respectively. Our Company will also make applications to NSE, BSE and CSE to obtain trading approvals for the Rights Entitlements as required under the SEBI ICDR Master Circular. For the purposes of the issue, the Designated Stock Exchange is NSE.
DISCLAIMER CLAUSE OF SEBI: Submission of the LOF to SEBI should not in any way be deemed or construed that SEBI has cleared or approved the LOF. Investors are advised to refer to the full text of the "Disclaimer Clause of SEBI" beginning on page 886 of the LOF.
DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not, in anyway, be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of BSE" beginning on page 889 of the LOF.
DISCLAIMER CLAUSE OF NSE (Designated Stock Exchange): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of NSE" on page 890 of the LOF.
DISCLAIMER CLAUSE OF CSE: It is to be distinctly understood that the permission given by CSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by CSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer clause of CSE" on page 870 of the LOF.

BANKER TO THE ISSUE: Axis Bank Limited
MONITORING AGENCY TO THE ISSUE: CARE Ratings Limited
DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations and the SEBI ICDR Master Circular, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue Materials will be sent/ dispatched only to the Eligible Equity Shareholders who have provided their Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement of Rights Equity Shares is permitted under laws of such jurisdiction and does not result in and may not be construed as, a public offering in such jurisdictions. In case with Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue Materials will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue Materials will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Further, the Letter of Offer will be sent/ dispatched to the Eligible Equity Shareholders who have provided Indian address and who have made a request in this regard. In accordance with the above, the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter along with the Application Form has been completed on July 31, 2024 by the Registrar to the Issue.
Investors can access this Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe to the Rights Equity Shares under applicable laws) on the websites of: (i) our Company at www.tataconsumer.com; (ii) the Registrar at www.linkintime.co.in; (iii) the Lead Managers at <http://www.investmentbank.kotak.com>; www.axiscapital.co.in; and <https://www.business.hsbc.co.in/en-gb/regulations/hbsec-securities-and-capital-market>; (iv) the Stock Exchanges at www.secmia.com; www.nseindia.com and www.cseindia.com.

Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., www.linkintime.co.in) by entering their Client ID and Client ID or folio number for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company at www.tataconsumer.com.
Please note that neither our Company nor the Registrar nor the Lead Managers shall be responsible for not sending the physical copies of Issue Materials, including this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter and the Application Form or delay in the receipt of this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter or the Application Form attributable to non-availability of the e-mail addresses of Eligible Equity Shareholders or electronic transmission delays or failures, or if the Application Form or the Rights Entitlement Letters are delayed or misplaced in the transit.
The investors can visit following links for the below-mentioned purposes: a) Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance in the Application process and resolution of difficulties faced by the investors: <https://linkintime.com/india/rti/traders/rights/issue/KnowYourApplication.aspx>; b) Update of Indian address/ e-mail address/ phone or mobile number, in the records maintained by the Registrar or our Company: www.linkintime.co.in; c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: www.linkintime.co.in/d; d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: www.linkintime.com.
The LOF is also available on the website of SEBI at www.sebi.gov.in, BSE at www.bseindia.com, NSE at www.nseindia.com, CSE at www.cse-india.com and on the Company's website at <https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/analyst-presentation>, the Lead Managers' websites at <https://investmentbank.kotak.com>, www.axiscapital.co.in, and <https://www.business.hsbc.co.in/en-gb/regulations/hbsec-securities-and-capital-market>, respectively.

Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., www.linkintime.co.in) by entering their Client ID and Client ID or folio number for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company at www.tataconsumer.com.
Please note that neither our Company nor the Registrar nor the Lead Managers shall be responsible for not sending the physical copies of Issue Materials, including this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter and the Application Form or delay in the receipt of this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter or the Application Form attributable to non-availability of the e-mail addresses of Eligible Equity Shareholders or electronic transmission delays or failures, or if the Application Form or the Rights Entitlement Letters are delayed or misplaced in the transit.
The investors can visit following links for the below-mentioned purposes: a) Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance in the Application process and resolution of difficulties faced by the investors: <https://linkintime.com/india/rti/traders/rights/issue/KnowYourApplication.aspx>; b) Update of Indian address/ e-mail address/ phone or mobile number, in the records maintained by the Registrar or our Company: www.linkintime.co.in; c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: www.linkintime.co.in/d; d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: www.linkintime.com.
The LOF is also available on the website of SEBI at www.sebi.gov.in, BSE at www.bseindia.com, NSE at www.nseindia.com, CSE at www.cse-india.com and on the Company's website at <https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/analyst-presentation>, the Lead Managers' websites at <https://investmentbank.kotak.com>, www.axiscapital.co.in, and <https://www.business.hsbc.co.in/en-gb/regulations/hbsec-securities-and-capital-market>, respectively.

Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., www.linkintime.co.in) by entering their Client ID and Client ID or folio number for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company at www.tataconsumer.com.
Please note that neither our Company nor the Registrar nor the Lead Managers shall be responsible for not sending the physical copies of Issue Materials, including this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter and the Application Form or delay in the receipt of this Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter or the Application Form attributable to non-availability of the e-mail addresses of Eligible Equity Shareholders or electronic transmission delays or failures, or if the Application Form or the Rights Entitlement Letters are delayed or misplaced in the transit.
The investors can visit following links for the below-mentioned purposes: a) Frequently asked questions and online/ electronic dedicated investor helpdesk for guidance in the Application process and resolution of difficulties faced by the investors: <https://linkintime.com/india/rti/traders/rights/issue/KnowYourApplication.aspx>; b) Update of Indian address/ e-mail address/ phone or mobile number, in the records maintained by the Registrar or our Company: www.linkintime.co.in; c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: www.linkintime.co.in/d; d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: www.linkintime.com.
The LOF is also available on the website of SEBI at www.sebi.gov.in, BSE at www.bseindia.com, NSE at www.nseindia.com, CSE at www.cse-india.com and on the Company's website at <https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/analyst-presentation>, the Lead Managers' websites at <https://investmentbank.kotak.com>, www.axiscapital.co.in, and <https://www.business.hsbc.co.in/en-gb/regulations/hbsec-securities-and-capital-market>, respectively.

NOTICE TO ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY: ADDENDUM TO THE LETTER OF OFFER, THE ABRIDGED LETTER OF OFFER, THE APPLICATION FORM AND THE RIGHTS ENTITLEMENT LETTER

This Addendum is being issued pursuant to item (4) Schedule IX, of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, ("SEBI ICDR Regulations") as amended.

In reference to the LOF filed with SEBI and the Stock Exchanges in relation to this Issue, investors should note the following:

- (i) Pursuant to Regulations 33 and 52 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), the Board of Directors of the Company at its meeting held on July 30, 2024, approved the unaudited statements and consolidated financial results for the quarter ended June 30, 2024 and the corresponding limited review reports, the details of which are available on the website of the BSE at www.bseindia.com, NSE at www.nseindia.com, CSE at www.cse-india.com and on the Company's website at <https://www.tataconsumer.com/investors/investor-relations/results-and-presentation/analyst-presentation>.
- (ii) In terms of the LOF filed by the Company with SEBI, BSE, NSE and CSE, reference is made to:
 - (a) the tax litigation as disclosed in "Risk Factors" and "Outstanding Litigation and Defaults" on pages 28 and 859 of the LOF, respectively, investors may note that the Company has filed a memorandum of appeal dated July 30, 2024, before the Income Tax Appellate Tribunal, Kolkata, in relation to such tax litigation and assessment order;
 - (b) the commercial papers proposed to be repaid in full or bought back by the Company for financing the acquisition of Cabot Foods Private Limited and Organic India Private Limited, as disclosed in "Objects of the Issue" on pages 58-57 of the LOF. Investors may note that certain commercial papers have matured on July 31, 2024, and hence, have been refinanced by the Company by issuing new commercial papers with new ISIN numbers, as follows:

Sr. No	Nature of facility	ISIN	Date of issue	Date of maturity	Rate of interest (%) per annum	Name of commercial paper holder	Maturity amount (in ₹ crore)	Purpose of the facility
1	Commercial paper	INE192A14630						

