

CONSOLIDATED  
COFFEE LIMITED

A TATA Enterprise

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57th Annual Report 1999-2000



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# The Coffee



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Behind



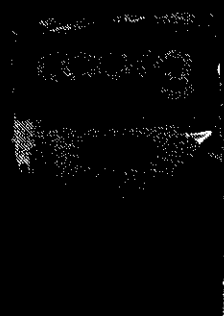
Indian Coffee

# Coffee as you like it.

Aromatic? With it? Will they like it? Will they mean to them? What are the odds? Deliver it to their door, in their hands, in their homes? Become a part of their lives? Our coffees are a source of emotional relationship with consumers.



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## Tata's Coorg Pure. 'Suprabatham' in coffee.

Coorg Pure is the connoisseur's choice. It is becoming as much a part of the purist's morning as the sound of temple bells, suprabatham and the morning newspaper. A rich shot of the traditional hand-grinder, lit by shafts of morning light is a key image - that triggers off memories of a time when coffee was ground at home.



## Tata's Coorg Double Roast. Attract compliments.

Tata's Coorg Double Roast has become India's 2nd largest filter coffee-chicory brand. The brand has captured the hopes and aspirations of the archetypal daughter-in-law. Confident, seeking to

express herself and gain respect. For example, in the ad film the daughter-in-law gains the approval of her husband and her mother-in-law too. Who both exclaim "Fantastic Malathi!" A host of new packs like the internationally accepted valve packs and the 'chinna thambi' Rs.1.50 pack have opened up new markets for the brand.





## International Tata Cafe and Mysore Gold. The cup that cheers the world.

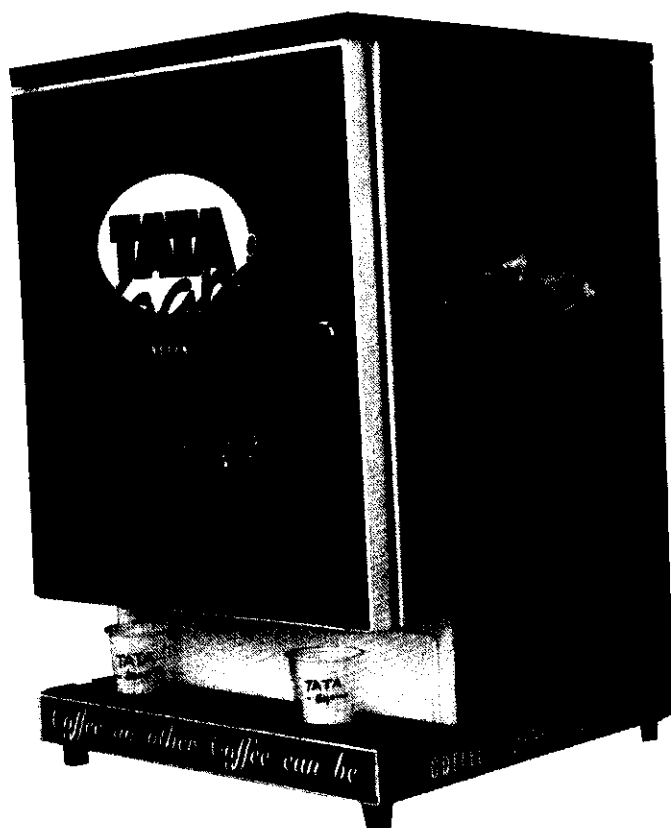
The toast of Russian and Latvian consumers, International Tata Cafe and Mysore Gold are adding Indian warmth and coffee aroma to cold Russian mornings. Yes, indeed, it's the coffee of the new world.

## Tata Kaapi and Tata Cafe. Marketed innovatively.

Tata's instant coffee brands have triumphantly entered the Guinness Book of World Records with the world's largest coffee mug. The advertising films have starred the renowned actress Sridevi, no less. With everything larger than life and beyond the ordinary, consumers are responding positively. What's most heartening is the acceptance gained in the most discerning coffee state of them all - Tamil Nadu.

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## For consumers in a hurry. Tata Kaapi Express and Tata Cafe Jiffy vending machines.

If there is one thing that distinguishes modern life, it is the frantic pace. Who has the time? So what do we do when we need a spot of stimulation? Express and Jiffy vending machines have in the last year done extraordinarily well - spreading across the metros. In this year, the pace is going to accelerate.

## Beyond coffee.

(Adding marketing to Nature's Gifts)

Our coffee estates are a veritable treasure house of nature's gifts. There are many spices that are just sold in bulk. And there's wood, branches and trees that can be harvested ecologically. Conswood and Tata's Coorg Pepper are part of the company's ongoing move, to add marketing dynamism to deep rooted plantation strengths.





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