




Date: 15.05.2015

**FORM A**

**(Pursuant to Clause 31 (a) of the Listing Agreement)**

1	Name of the Company	<b>Tata Coffee Limited</b>
2	Annual Financial Statements for the year ended	<b>31<sup>st</sup> March, 2015</b>
3	Types of Audit observation	<b>Un-qualified</b>
4	Frequency of observation	<b>Not Applicable</b>


**For Tata Coffee Limited**

  
(SANJIV SARIN)  
Managing Director & CEO

**For Tata Coffee Limited**

  
(K. VENKATARAMANAN)  
Executive Director-Finance & CFO

**For Tata Coffee Limited**

  
(S. SANTHANAKRISHNAN)  
Chairman of Audit Committee

For SNB ASSOCIATES  
Chartered Accountants

  
S.LAKSHMANAN  
Partner  
Membership No.: 20045



**TATA COFFEE LIMITED**

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Registered Office: Pollibetta 571 215 South Kodagu Karnataka India  
Corporate Identity Number (CIN) -L01131KA1943PLC000833  
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**Coffee, for  
many, is not  
just a beverage.  
It is an elixir  
that rejuvenates  
the mind, body  
and soul.**

Naturally, to create this experience is an endeavour that requires special effort, and of course, the right bean. For us, coffee is not just a commodity, it is a way of life. We have dedicated ourselves to specialising in premium differentiated coffees to create the perfect brew for discerning consumers around the world.



## Managing Director and CEO's Message



**Dear Shareholders,**

**I am delighted to introduce the theme of this Annual Report – ‘Premium Differentiated Coffees in Tata Coffee’.**

Our Company produces and markets a bouquet of Premium Differentiated Coffees – like Estate specific, Washed Arabica and Robusta, Specialty, Monsooned and Certified. We are uniquely positioned as one of the leading integrated coffee companies. The entire process of growing, picking, pulping, washing, fermenting, drying and milling is handled by our Company with the utmost care and precision.

The world of coffee has seen a definitive move towards Premium Differentiated Coffees over the last few years. This has been driven by an increasingly sensitive consumer expecting sustainable practices and seeking discerning taste profiles which have been enhanced through technological innovations in dispensing of coffees. Our Company has been anticipating this and responding rapidly. The coffee estates of



our Company are situated in the Western Ghats at different altitudes that have highly conducive micro-climates. These are some of the most beautiful coffee growing regions of the world and contribute to the romance of our Premium Differentiated Coffees. The altitude, soil and rich bio-diversity enable the coffees to have their own unique visual, taste, aromatic and cupping profiles. These attributes and the care given to the plant and beans right through our stringent supply chain make us an ideal choice for roasters when they are looking for Premium Differentiated Coffees.

Our Company takes great pride in delivering these coffees to several major roasters in geographies across the world. You will read, in the pages of this Annual Report, greater details about our Company's thrust in to the world of these coffees.

We continue to work intensely in the area of Sustainability; namely ecology, water conservation, energy use and reduction of carbon emissions. You will, through these pages, get a glimpse of our Company's deep and abiding commitment to the same. At the root of these initiatives is a recognition that the future of our Company lies in the excellence of its products, its financial performance and quality of its social and environmental bottomline. By living in harmony with our environment and society, we create long-term value and happiness for our stakeholders. Our customers across the world also recognize and value the fact that the coffee, tea and pepper we market to them are products of a responsible business entity that is committed to these principles.

Our coffee estates are certified to the highest standards of sustainability – "Utz", "Rainforest Alliance" and "SA 8000" – reinforcing our commitment to produce this wonderful bean in a socially and environmentally responsible manner.

## The world of coffee has seen a definitive move towards Premium Differentiated Coffees over the last few years.

We are also very proud of the efforts we have made towards community development, through "Swastha", a centre for special education and rehabilitation of differently-abled children of the South Coorg Region. Conceived under the aegis of the Coorg Foundation, Swastha passionately pursues the objective of integrating these students into the mainstream of society through education and skills training. This is a mark of our continued commitment to the Coorg region, which is the home of our Company.

I am sure you are proud and excited, as much as we are, as your Company continues to be successful and profitable in its journey with the Coffee Bean. It was Cherise Sinclair who wrote in the Master of the Mountain – "No matter what historians claimed, BC really stood for Before Coffee".

With my best wishes,  
**Sanjiv Sarin**  
Managing Director and CEO





**“Around the world, people are interested in coffee like never before – where it comes from, how different roasting and brewing techniques create nuanced flavors and the artistry and craft that goes into a perfect cup.”**

**Craig Russell**  
Executive Vice President, Global Coffee  
Starbucks Coffee Company

#### THE WAVES OF COFFEE

Coffee is the second largest traded commodity in the world. As an inseparable symbol of global culture, it is the world's most preferred beverage. The product is consumed in a variety of forms such as roast and ground, soluble and instant mixes. It also comprises a variety of formats like pod; capsules in 'in-home' dispensing machines; traditional, prepared at home; espressos; those prepared by office vending machines and others that are sold at popular baristas.

The coffee odyssey or, as it is popularly known, the 'Waves of Coffee' started over a century ago with the First Wave in the 1900s. Consumers were introduced to the idea of consuming coffee on a mass scale. This rapidly increasing demand facilitated by the expansion of the international commodity trade in the 1900s, helped to bring coffees from across the world to consumers in the industrialised countries.

The Second Wave started out in the 1970s. This sought to capitalise on the development of consumer taste profiles

and expand choices for them. Attractive branding led by large Multinational Corporations enticed consumers towards developing advanced taste profiles. Efforts were primarily devoted towards increasing awareness about roasting techniques that gave different variants of coffees their unique flavour profiles. Coffee beans were processed to adhere to these mass taste profiles.

Today, we are in the 'Third Wave of Coffee', the age of 'Premium Differentiated Coffees'. This is triggered by roasters who aspire to create distinct coffee consuming experience. To make this happen, roasters select quality beans, adopt niche roasting techniques, innovative blending and state-of-the-art dispensing means. All of these have made the brew move closer to the consumer than ever before.

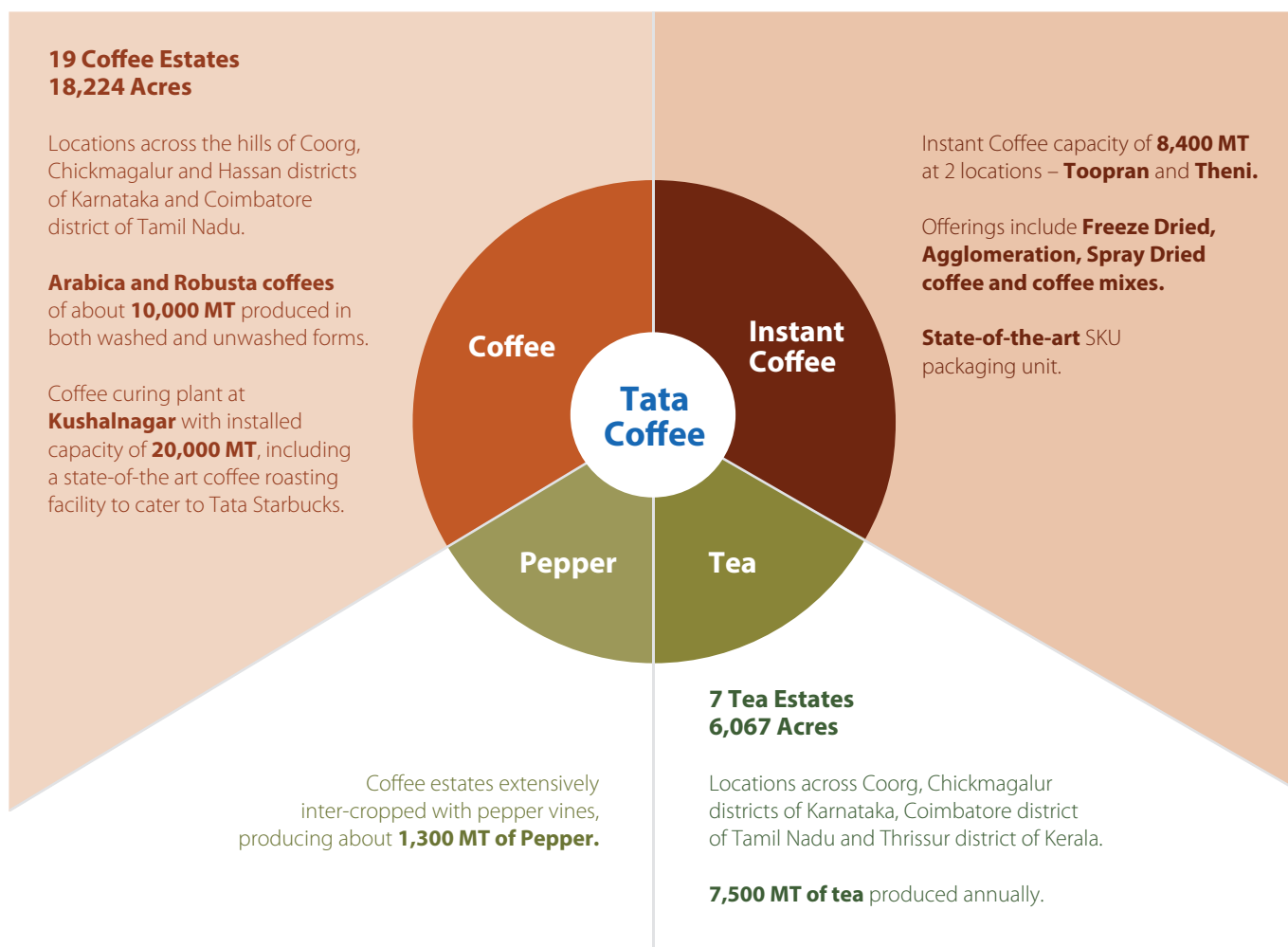
At Tata Coffee, developing Premium Differentiated Coffees is a passion. We partner discerning roasters all over the world, enabling them to bring alive the consumer experience.

## Enriching a culture of differentiation


**Creating differentiation is our culture, and at Tata Coffee, we are passionate about this.**

We are among the world's largest integrated coffee companies. We grow coffee on our own estates, process the beans, and market green coffee. We are the exclusive supplier of high quality roasted Arabica beans to Tata Starbucks in India. We also manufacture and export Instant Coffee as a valued supplier to global markets.

### OUR INTEGRATED BUSINESS







**“Specialty, Premium, Differentiated, Single Origin and Farm Branded coffees are now occupying the centre stage in the international market.** India too has risen to the occasion, enhancing further her world class cultural practices, protecting the environment with sustainable principles, changing her processing techniques for both Arabica and Robusta to suit palate requirements and marketing coffees not just in container loads, but also as micro lots of distinctive coffees to discerning markets.”

**Sunalini Menon**  
CEO, Coffeelab  
Internationally renowned coffee expert

#### **Integration across the value chain**

At Tata Coffee, the entire value chain of picking, pulping, washing, fermenting, drying, milling and reaching the customer is ensured with meticulous care. So much so that, even at the end of their journey across the globe, the beans still retain the distinct romance of our idyllic estates, while catering to the highest standards of quality and aroma.

#### **Premium Differentiated Coffees**

Our Premium Differentiated Coffees come from our own estates, spread across the Western Ghats, in some of the most beautiful coffee growing regions of the world known for their rich bio-diversity which we carefully preserve. The altitude, climate and soil of the regions, coupled with our expertise, lend our products their unique allure.

#### **Our range of premium differentiated coffees**

##### **Premium Monsooned Coffees**

Rich texture with a mellow overtone and mild acidity. These have a heavy, syrupy flatness, reminiscent of aged coffees.

##### **Premium Washed Arabicas**

Full aroma, good body, fair acidity, flavourful with a hint of spice. Our Washed Arabicas are comparable to the finest ‘milds’ from Central America.

##### **Premium Washed Robustas**

Full bodied and fragrant aromas, with a smooth, soft and rounded texture. These can also have mild notes of chocolate, caramel and nuts. Our washed Robustas are ideal for consumers who love waking up to the magic of the finest espresso coffees.

##### **Premium Single Estate Coffees**

This is a testimony towards our strength in providing end to end traceability. This enables our valued roasters to offer a consistent product to customers at all times.



## OUR CERTIFICATIONS

### Plantations

- All our plantations are Utz, Rainforest Alliance and SA 8000 certified.
- Eleven of our plantations are Starbucks C.A.F.E. PRACTICES certified.
- The Devaracadoo division of Balmany estate in Coorg is certified by IMO for manufacturing quality organic coffee.

### Curing Works

- Our Curing Works in Kushalnagar is ISO 9001:2008 certified.

### Instant Coffee Division

- Our **Theni Unit** is BRC, IFS, ISO 9001:2008, ISO 22000-2005, HACCP, ISO 14001:2004, Halal, Kosher, FSSAI and SA 8000 certified.
- Our **Toopran Unit** is ISO 9001:2008, ISO 22000:2005, ISO 14001, OHSAS 18001, Halal, Kosher, BIS, and FSSAI certified.



## OUR CUSTOMERS

We are proud to serve some of the most well known roasters across the world.

● Starbucks ● Illycaffè ● Nespresso ● Tchibo ● Strauss ● Lavazza