



4th July, 2018

1. The Dy. General Manager
Corporate Relationship Dept.
BSE Ltd.
Phiroze Jeejeebhoy Towers,
Dalal Street
MUMBAI - 400 001
Scrip Code No: 532301
2. The Secretary
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (E)
MUMBAI – 400 051
Scrip symbol: TATACOFFEE

Dear Sir(s),

Sub: Annual Report for the year 2017-18

As required under Regulation 34 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are submitting herewith the Annual Report of the Company for the financial year 2017-18.

The said Annual Report has also been uploaded on the Company's website.

Thanking You,

For Tata Coffee Limited

Anantha Murthy N
Head – Legal & Company Secretary

Encl.: As above

TATA COFFEE LIMITED

57 Railway Parallel Road, Kumara Park West Bengaluru 560 020
Tel: 91 80 23560695 - 97 23561976 - 81 Fax: 91 80 23341843
Registered Office: Pollibetta 571 215 South Kodagu Karnataka India
Corporate Identity Number (CIN) :L01131KA1943PLC000833
Website address : www.tatacoffee.com



celebrating
DIVERSITY

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2017-18 – Key Highlights

₹762 CRORES
TOTAL INCOME

₹81 CRORES
PROFIT BEFORE TAX

₹3.36
EARNINGS PER SHARE

Disclaimer: In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.



We make the world
wake-up and smell the
goodness of nature.

We entice the taste buds
of millions of patrons,
transcending geographic
borders and cultures.

***We are Tata Coffee; and
we aspire to turn every
moment of solitude or
bonding into memorable
moments of delight.***

CELEBRATING DIVERSITY

We have emerged as one of the world's largest integrated coffee companies and each one of our employees are our real ambassadors.

They drive our market prominence and align our offerings to changing consumer tastes and regional preferences. Across our plantations, factories and corporate office, we nurture a diverse talent pool in terms of age, gender, expertise and socio-economic backgrounds.

Our fraternity of estate managers, cuppers, graders, new product development (NPD) experts, among others, contribute their talent and teamwork to strengthen our global reputation.

At Tata Coffee, we celebrate this diversity and are committed to a long-term vision of empowering and providing equal opportunities to our people. They in turn, go beyond their professional commitments by demonstrating a strong sense of ethics and belonging to the Company and the Tata ethos.

The expertise and experience of our people enable us to produce large quantities of estate specific, strain specific, specialty and premium coffee, while at the same time maintaining stringent quality consistency.

Our diverse talent pool brings their cultural perspectives, ideas, insights and commitments to help us create enduring value for our customers, shareholders, community and the world.

MD & CEO'S STATEMENT

Your Company is fortunate to have a great team and is delighted to celebrate the diversity of the team. They are the backbone of our operations and the key to our success.

Dear Shareholders,

The romance associated with a perfectly brewed cup of coffee is brought to life by the untiring efforts of several people behind the scenes. Your Company is fortunate to have a great team and is delighted to celebrate the diversity of the team. They are the backbone of our operations and the key to our success. Every single day, they work at producing delicious coffee that is loved and enjoyed worldwide. Their diversity of experience, expertise and outlook has enabled us to become one of the world's largest integrated coffee companies. I take this opportunity to salute them and thank them for all their contributions.

Indian coffee plantations are a people intensive business, demanding a breadth of expertise that takes years to perfect. Our Company's team members are skilled in every aspect of cultural operations – from manuring the flowering plants to optimum levels, to picking the red ripe cherries at just the right time. Several of our workers are second and third generation employees for whom their estates are not just a workplace, but a long-time home. They demonstrate great personal commitment, and experience tremendous satisfaction, at the quality and quantity of our annual harvest of coffee.

Leading our people on the ground are our Estate Managers and their support staff. These Managers are seasoned plantation experts and they also take great pride in

the unique time-honoured tradition of grooming their Assistants. Many of them are graduates in Agricultural Sciences, and their passion for coffee and nature is unrivalled. It is such passion and knowledge that brings forth from our plantations some of the finest Arabica and Robusta coffees which the world has seen. A good illustration of this is the Nullore estate microlot, which was the first ever Indian microlot to make it to the Starbucks Reserve collection, last year. This year, your Company was able to repeat this unique feat, with our Yemmigoondi estate microlot. Identifying and preparing new microlots of specialty coffee with unique taste profiles requires deep knowledge of soil conditions and microclimate, flora and fauna of the estates, the overall environment in which the coffee is grown, as well as close coordination between managers and their teams. Our managers and their staff bring to bear this combination of expertise and passion.

Our processing teams, at our Kushalnagar works, are equally adept at the very precise sorting and grading of coffee, which is required to bring you the perfect cup. The deftness of our garblers and the unique skill of our coffee tasters ensures a beautiful cup, in every case, with consistent taste profiles that have earned us the trust of marquee global roasters. Their efforts have enabled us to become the finest producer of specialty coffee in India – by venturing into single-estate, strain-specific coffees, as well as exotic

blends of monsooned coffees. We have also now taken steps to become totally export ready for our significant crop of pepper that is intercropped with coffee in our triple certified estates. What is heartening is that the efforts of our teams have enabled us to unlock great value from our existing assets, thus benefiting all stakeholders.

The Instant Coffee Division has been a key growth driver for the business, thanks to our teams in Theni and Toopran, as well as the sales team that is in constant touch with our customers across continents. Our people have focused strongly on enhancing new product development capabilities through regular first-hand interactions of our blend formulation experts, with customers. This has resulted in higher blend approval rates, customer delight and new business acquisition for the long-term. We have already begun seeing the first results of this close collaboration with our customers – with new, innovative blends already making up nearly 15% of our total volume in the year that has ended.

The operations teams continue to focus on quality, while optimising resource usage, keeping costs in check and preserving the environment. Focus on sustainability is integral to all our teams and their concerted efforts have resulted in several breakthroughs, including renewable energy usage in our Theni factory going up to 81% this year. Our teams are proud

that we seek to produce the best coffee in the most sustainable and environment friendly manner. The contribution of our supply chain teams have also been critical to our success, since they manage key areas such as imports of beans and commodity terminal fluctuations.

The next big leap of growth for your Company will come from our new freeze-dried instant coffee plant in Vietnam – which is expected to go live by the end of the current year. The Vietnam plant marks our first production foray beyond India and more than 90% of the employees here will be local Vietnamese people, thereby adding to our multi-cultural employee base. We warmly welcome our Vietnamese team members to the Tata Coffee family.

What is also commendable is that 54% of our workforce is women, a unique source of strength for your Company. We celebrate such gender diversity, and I would like to specifically mention the wonderful role that our women colleagues play in the success of your Company. They bring in specialised skillsets and perspectives that adds great value to various aspects of our business.

Having such a diverse group of employees, across socio-economic and cultural backgrounds, also offers us a natural advantage in our ability to connect with the communities around us. Our focused community interventions – such as the water sustainability projects in Coorg and the women empowerment programmes – have been so successful because they were conceived and implemented by our people on the ground, who understand all the local needs and nuances. We continue to support the excellent work done by Swastha – a centre for academic and vocational training of specially enabled children in Coorg. I am delighted to share with you that, last year, two graduates from Swastha have begun working with Plantation Trails, our hospitality business arm. This is a small but wonderful start

in providing long-term livelihoods to our children from Swastha.

Our employees have also contributed with great enthusiasm and energy to volunteering efforts, focused on causes close to their heart. This has put us amongst the top performing Tata Group Companies in this regard.

Everything I have described above has of course been possible because of the very capable leadership team, whom I have the privilege of working with. The transformation of your Company into a multi-product, multi-geography, customer centric organisation is a result of their

missionary zeal and strategic focus, supported by their respective teams.

Rev. Desmond Tutu famously said – “Isn’t it amazing that we are all made in God’s image, and yet there is so much diversity amongst his people?” These words ring true for our people at Tata Coffee as well. We are proud to belong to the Tata Group, which is an incredibly diverse Group in itself. Therefore, even as we celebrate this year 150 years of the founding of the Tata Group and 25 years of Tata Coffee, I am delighted to dedicate this annual report to ‘Celebrating Diversity’ of the people at your Company.



TATA COFFEE: BREWING STRONGER AT 25



1990-1991

M/S. TATA TEA LIMITED, IN A TREND-SETTING AND TRANSPARENT OPEN OFFER TO THE RESIDENT SHAREHOLDERS, ACQUIRED A CONTROLLING INTEREST IN CONSOLIDATED COFFEE LIMITED (CCL)

2000

THE COMPANY WAS RENAMED AS 'TATA COFFEE LIMITED'

Brewing stronger at 25

We are celebrating 25 years of our journey. It is an emotional trip down memory lane, that inspires us to dedicate our best and make every moment special for our patrons.



1999

CCL BECAME THE SINGLE LARGEST COFFEE PLANTATION COMPANY IN ASIA WITH ITS ESTATES LOCATED IN KODAGU, HASSAN AND CHIKMAGALUR DISTRICTS OF KARNATAKA

IN SEPTEMBER, M/S. ASIAN COFFEE LTD., M/S. VEERARAJENDRA ESTATES LTD., AND M/S. CHARAGNI LTD., MERGED WITH CCL AND BECAME THE SINGLE LARGEST INTEGRATED PLANTATION COMPANY IN THE WORLD



2005

ACQUISITION OF THE THENI INSTANT COFFEE UNIT LOCATED IN TAMIL NADU FROM M/S. HIGH HILL COFFEE COMPANY WAS SUCCESSFULLY DONE



2006

TATA COFFEE, ALONG WITH TATA GLOBAL BEVERAGES, ACQUIRED THE EIGHT O' CLOCK COFFEE COMPANY IN MONTVALE, UNITED STATES



2015

TATA COFFEE GRAND WAS LAUNCHED



2017

STARTED THE CONSTRUCTION OF STATE-OF-THE-ART 5,000 MTPA FREEZE-DRIED COFFEE PLANT IN VIETNAM



2016

NULLORE ESTATE MICROLOT BECOMES THE FIRST INDIAN MICROLOT TO BE CURATED BY STARBUCKS RESERVE, SEATTLE



CELEBRATING EMPOWERMENT

*Our culture nurtures
equality of opportunity*

