



1st March, 2017

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: Intimation under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Please find attached in the annexure, the details of disclosure under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, in relation to the execution by the Company's overseas subsidiary (Eight O' Clock Coffee Company) of a manufacturing, sales, licensing and distribution agreement with Keurig Green Mountain Inc. USA.

Yours faithfully,
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



Annexure

i	name of the entity(ies) with whom agreement/ JV is signed;	Agreement between Keurig Green Mountain, Inc., and Eight O' Clock Coffee Company (EOC)
ii	area of agreement/JV;	United States (US)
iii	domestic/international	International
iv	share exchange ratio / JV ratio	Not Applicable
v	scope of business operation of agreement / JV	Modification and renewal of agreement for manufacturing, sales, licensing and distribution of Eight O' Clock coffee in K-Cup Pods for use in Keurig brewers, effective 1 st May 2017
vi	details of consideration paid / received in agreement / JV;	Royalty payable on sale of EOC K-Cup pods by Keurig in certain channels and co-packing fees payable by EOC to Keurigs in certain other channels
vii	significant terms and conditions of agreement / JV in brief	Engaging in manufacturing, sales, licensing and distribution of Keurig K-Cup Pods bearing Eight O' Clock
viii	whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length;	Not Applicable
ix	size of the entity(ies)	Keurig Green Mountain, Inc. (Keurig) is a leader in specialty coffee and innovative single serve brewing systems. Committed to delivering exceptional coffee for more than 35 years, today Keurig brewers and single serve hot beverages are in more than 20 million homes and offices throughout North America. EOC is a subsidiary of Tata Coffee Ltd. (TCL) and consolidated turnover of TCL for the year ended 31 st March 2016 was Rs.1764 Crores. TCL is a subsidiary of Tata Global Beverages Ltd.
x	Rationale and benefit expected	The renewed long-term agreement allows for the continued success for the brands through in-home and away-from-home channels, as well as on Keurig's consumer direct websites throughout the US.

For Tata Coffee Limited


Anantha Murthy N
 Head – Legal & Company Secretary



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