

Tea Market Analysis: Tata-tea

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Abstract :-

Tata Global Beverages (TGB) is an integrated beverage business that has set out on a journey to become a global leader in branded natural beverages through innovation, strategic alliances and organic growth. 2nd largest TEA COMPANY IN THE WORLD

1 Introduction:-

Tata tea, the entity that was formed after the merger of Tata Chemicals and Tata Global Beverages in 2019, is on a mission to become a large company in the fast moving consumer goods (FMCG) segment. With an eye on this goal, it has been steadfastly expanding distribution, driving innovation, and launching new products.

The food and beverages (F&B) category, which has witnessed a spate of launches in the last 12 months, is instrumental to the company's gameplan, says Sunil D'Souza, CEO and MD, Tata Consumer Products (TCPL).

2 Objectives of the study:-

The present study considers

- Research problem- In Indian tea market, south India is the leading producer of tea but still north India dominates the tea market production, export, yield of tea and the auction price. The objective of the problem is to analyze and study the reason of this divergence of south India region.
- Sampling data - The study covers exports quantity.
- Method of analysis -Regression analysis and time series analysis

3 Analysis and Discussion:-

3.1 Tea Production:-

Number two, we had several layers in the distribution system; we had consignee agents and then super distributors, so we eliminated some of them. Similarly, we had redundancies among people. Due to these initiatives, we are well ahead of our target and have already achieved cost synergies of about Rs 100 crore. By the end of 24 months, we will probably exceed the Rs 150 crore number.

```
df = pd.read_csv('TCS.NSE.csv')
df.head()
```

	Date	Open	High	Low	Close	Adj Close	Volume
0	2015-01-01	1283.500000	1283.500000	1270.500000	1272.775024	1114.909302	366830.0
1	2015-01-02	1275.500000	1295.474976	1275.300049	1289.724976	1129.757202	925740.0
2	2015-01-05	1290.500000	1299.949951	1262.324951	1270.125000	1112.587769	1754242.0
3	2015-01-06	1264.550049	1264.550049	1220.000000	1223.300049	1071.570801	2423784.0
4	2015-01-07	1235.000000	1239.574951	1203.724976	1208.849976	1058.912842	2636332.0

```
df.tail()
```

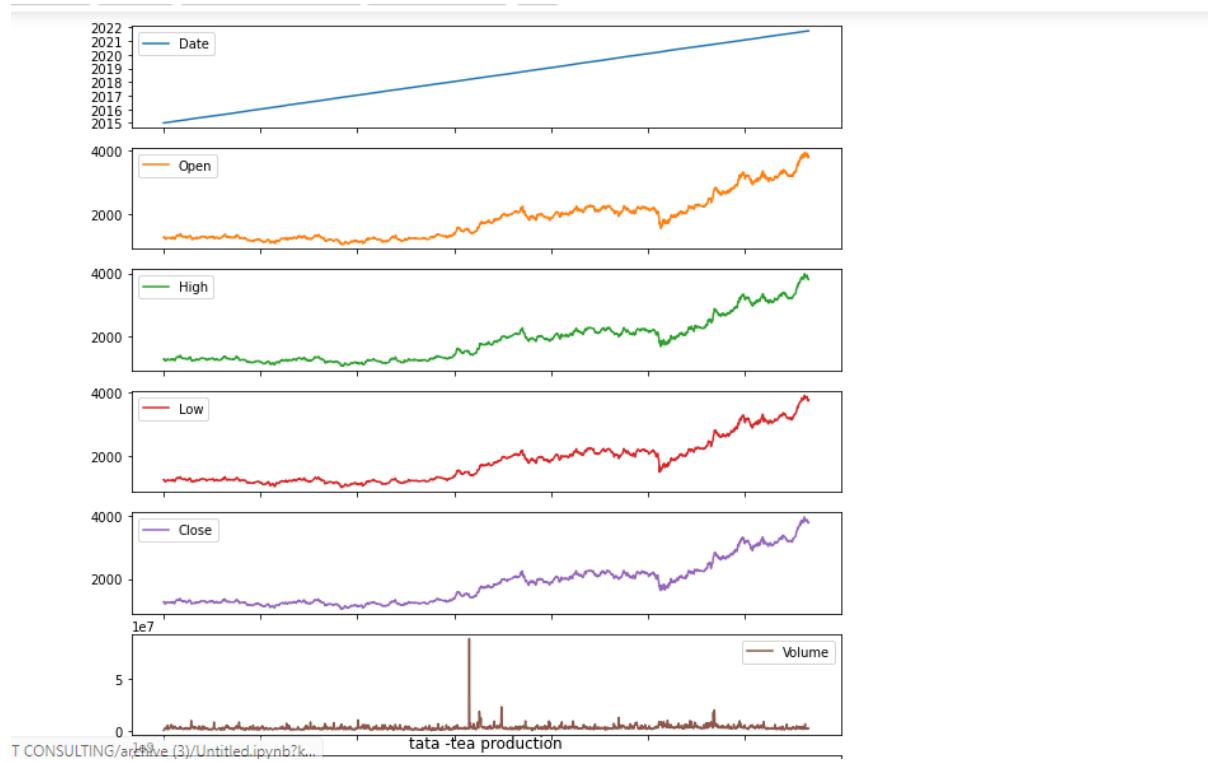
	Date	Open	High	Low	Close	Adj Close	Volume
1661	2021-09-24	3890.000000	3944.399902	3855.000000	3871.300049	3871.300049	2320754.0
1662	2021-09-27	3900.000000	3904.000000	3802.899902	3836.949951	3836.949951	1673362.0
1663	2021-09-28	3850.000000	3850.000000	3751.250000	3779.149902	3779.149902	2253075.0
1664	2021-09-29	3759.800049	3806.000000	3722.149902	3791.899902	3791.899902	2489161.0
1665	2021-09-30	3805.000000	3805.000000	3750.100098	3775.550049	3775.550049	2252412.0

3.2 Analysed tea production:-

Over 35 years ago, Tata Tea began its journey when the packaged tea market in India was dominated by a large player with over 70% of the market share. While most thought entering this market was a high-risk proposition, Tata Tea envisioned an opportunity.

Today, Tata Tea goes beyond being just a cup of tea - it is a fresh start to a new day for millions of Indians. With its extensive range of variants through national and regional brands, Tata Tea understands the regional preferences of its consumers like no other, delivering the perfect cup of tea in a country as diverse as India.

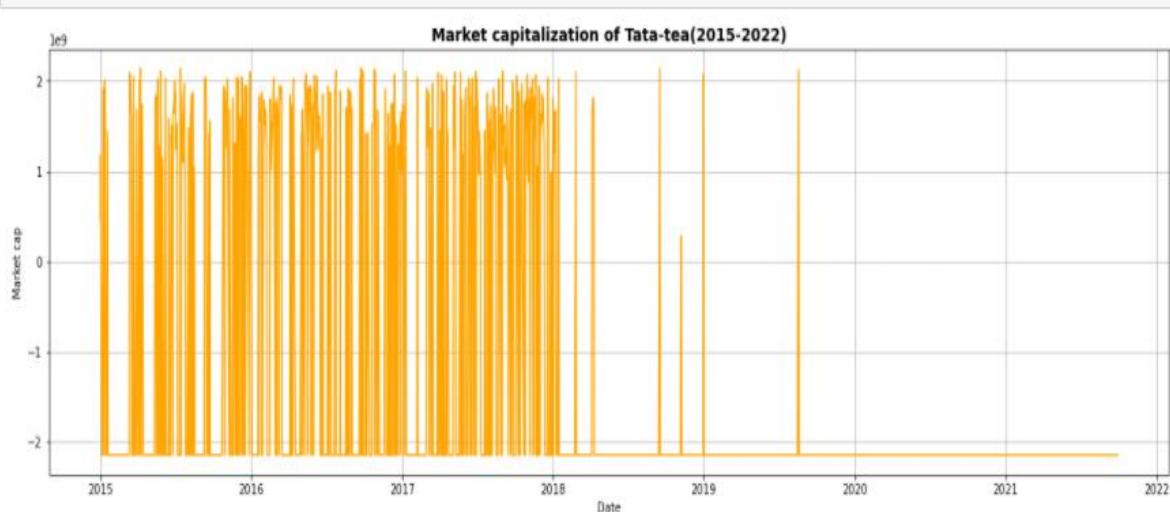
The brand speaks to its consumers in a distinct voice, ushering a wave of collective consciousness through its landmark 'Jaago Re' (wake up) campaign – first launched in 2007 on Facebook. It urges the people of India to question society's apathy towards issues of national importance ranging from corruption to voting to gender sensitisation.



4 Tata Marketing growth:-

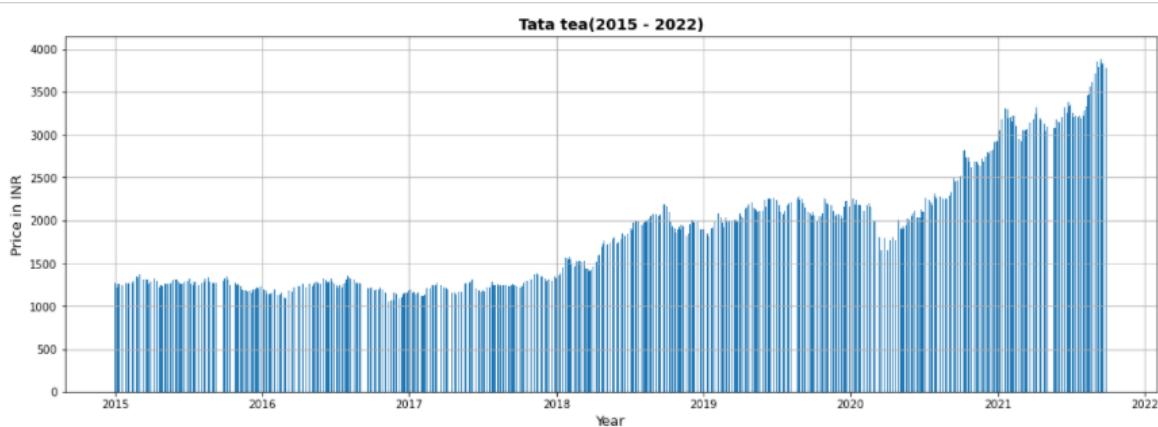
It was back in June 2007 that Tata Tea became the world's largest tea vendor by volume. Back then, the brand decided to leverage its new position to point advertising in this market in a new direction. Rather than going the cookie-cutter way of promoting its brand on the physical and mental platforms of taste, energy and strength, the company decided to "elevate" advertising to the next level. Here was a tea brand that, for once, looked beyond the functional aspects of tea advertising. Instead, it focused on the self-actualisation — increased civic consciousness and political awareness — that a morning cuppa could offer its consumers. This was the birth of its iconic "Jaago Re" campaign that became seamlessly associated with its brand identity.

-From these the tata-tea got famous to world wide



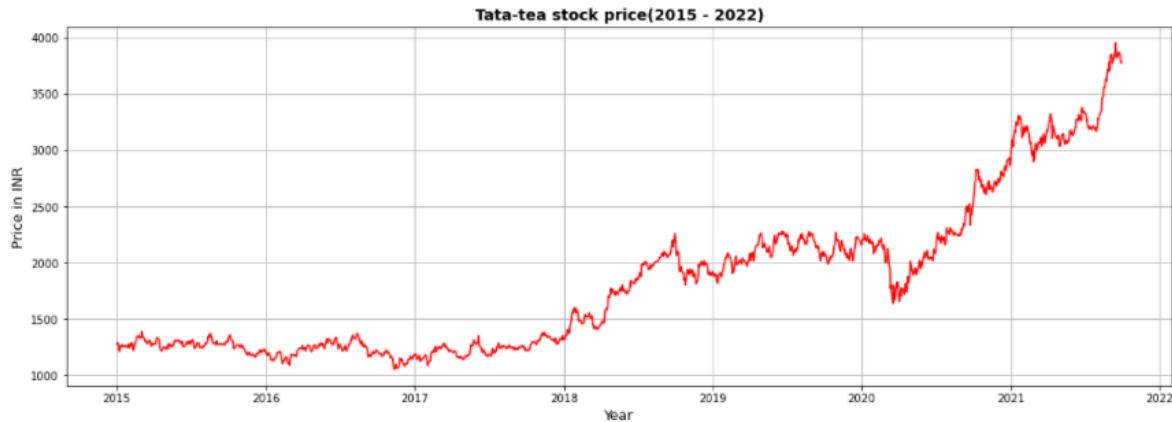
4.1 Tea Export

Tata Global Beverages, the world's 2nd largest tea company and brand owners of Tata Tea and Tetley Tea, is pleased to announce the launch of 'Tata Tea Export Portfolio' consisting of **Tata Tea Gold & Tata Tea Premium**, aimed at the South Asian diaspora living in the UK and Europe.



5 TaTa-tea stock:-

Tata Consumer Products is a fast-moving consumer goods company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group. It is the world's second-largest manufacturer and distributor of tea and a major producer of coffee.



6 Conclusion :-

Today, Tata Tea goes beyond being just a cup of tea - it is a fresh start to a new day for millions of Indians. With its extensive range of variants through national and regional brands, Tata Tea understands the regional preferences of its consumers like no other, delivering the perfect cup of tea in a country as diverse as India. It is the world's second-largest manufacturer and distributor of tea

7 References:

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