



TATA TEA

Tata Tea, the leading player in India's packaged tea market, knows that tea is an integral part of Indian hospitality. The brand has the most extensive geographical spread in India and the deepest penetration among users.

Its appeal lies in its continued effort to successfully meet emerging consumer needs and offer a great tea experience through consistent innovation. The relationship of the brand with the consumer has been strengthened over time, moving away from describing functional benefits to establishing a strong emotional connection with consumers.

In a scenario in which consumer lifestyles and consumption patterns are evolving, these efforts are enabling Tata Tea to ensure that its brand is the most favoured by consumers. Recent advertising, particularly the Jaago re campaign, which associates tea drinking not only with a waking up from sleep but also with an awakening into social consciousness, brought Tata Tea into sharp focus. It gave the brand an image of youth and modernity, accessibility and friendliness, a brand that would not stand for any wrongdoing, an image that is very close to that of the Tata group.

Qualities such as reliability and trustworthiness, identified with the Tata group, are associated with Tata Tea and its brands. The Tata name helps establish a certain stature that enhances the Tata Tea brand.

