

Tata Tea Gold announces irresistible offer

Lucky winners to meet and greet tennis sensation Sania Mirza

Hyderabad, Andhra Pradesh, IND, 2007-01-21 13:04:30 (IndiaPRwire.com)

Tata Tea Ltd., the world's third largest global branded tea operation, has announced an irresistible offer for its consumers in Andhra Pradesh, wherein with every 250 gms pack of Tata Tea Gold priced at Rs 53, the buyer gets an attractive mug autographed by the company's brand ambassador Sania Mirza, absolutely free.

In addition to this, certain packs have a coupon enclosed. Lucky winners who find this coupon in their pack will be entitled to join the tennis sensation for High Tea in February 2007 at Hyderabad.

Tata Tea Gold, an up grader variant of Tata Tea was launched in 2003, to cater to the popular top-end segment. It was the first major innovation in the tea category. The innovation was consumer insight driven. Currently, Tata Tea Gold has a 1.6 percent market share in the country and is the fastest growing brand in its category.

Speaking on the occasion, Mr. Sushant Dash, Marketing Manager, Tata Tea Limited said, 'The objective of the promotion is to reward the existing users of the brand and to generate trials from new users. Research indicates that because of the superior product, retention rates on the brand are very high. As for our association with Sania Mirza, her personality matches the brand personality - young, modern and vivacious. Sania also reflects the brand essence- 'Energy to succeed'. We are extremely happy that she has consented, and is in fact very excited about meeting our lucky consumers.'

The end date for the lucky winners to contact Tata Tea is January 30, 2007.

- END -

About Tata Tea

Tata Tea is a leading player in the global beverages market with significant presence in over 40 countries. The company has steadily transformed itself from being a plantation business to emerge as a key player in the branded segment. Tata Tea's operations spans the entire value-chain in tea, including research and development, tea cultivation, manufacture of black and instant tea, blending, packaging, branding, marketing, sales and distribution.

For further information contact:

Uzzal Mohan; Vaishnavi Corporate Communications; M: 92462 15332